

ASSET MANAGEMENT MANITOBA SUMMIT 2020

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TRACK 2 - Decision Making in Asset Management

Meet the Panelists

SPEAKER BIOGRAPHY



Cameron Christensen

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Cameron Christensen is the Associate Vice President of Facilities for The Juilliard School in New York, NY. He holds an undergraduate degree in Facilities Management from Brigham Young University, an MBA in Finance from Walden University, and a dual Masters in Management in Real Estate Management and Non-profit Leadership from New England College.

Since his undergraduate degree, he has pursued capital planning, project management, and asset management as fortes of his career focusing in particularly on those elements. He has spoken on asset management to degree-seeking students, other facilities professionals at conferences, and recently on the Asset Champion podcast. He was on the committee organized and led by APPA to develop the first-ever American National Standard for Total Cost of Ownership modeling (APPA/ANSI 1000) co-leading the decision-making sub-committee. He co-authored the book *Building Total Enterprise Asset Management Solutions* with his father, asset management innovator and leader, Doug Christensen.

ABSTRACT

If there is one rule in asset management decision-making, it is that there is no one-size-fits-all solution for all organizations. There are several tried and true best practices throughout the industry that are valuable to have in the toolbox but there is no one right answer. It takes leadership and innovation understanding the organization and finding the intersection where best practice meets organizational culture. That does not mean that change is not required, far from it. It simply means that asset managers need to be savvy in their application of those best practices ensuring they have the ability to go the distance.

Three tools will be presented that may help fellow asset managers with their asset decision-making. The 5 Questions is an exercise that will help the individual get to know their organization and how best to structure their asset decision-making program. The Strategic Investment Pyramid helps to visualize the critical data and decision points required for a sound asset investment strategy. Finally, a discussion of how balancing demands can help ensure the strategy has the ability to achieve its full potential.