

3rd Annual University of Texas at Dallas Project Management Symposium  
August 13-14, 2009

### Track

New Ideas & Emerging Trends in PM

### Title

Project Management 2.0: Blending Bottom-up and Top-down Approaches

### Abstract

In order to survive and thrive in the present market situation, a company has to be capable of rapidly and cost-efficiently recognizing changes and adapting to them. The key to obtaining enterprise agility lies above all in leveraging the collective intelligence of employees and at the same time keeping a tight control on operations. Having a real-time picture of all your projects and getting immediate updates on their progress is crucial to increasing the velocity of internal management processes.

This session will explore how small start-ups, midsize businesses and global companies can gain competitive power by uniting top-down control with bottom-up collaboration in project management. The presentation will provide a framework of how a company can benefit from the collective intelligence of the whole team and gain absolute visibility without losing control over operations. The framework will include:

- Gaining visibility by integrating project communications into the project and strategic planning
- Employing a multi-view approach to integrate the plans and bring them alive by covering different roles and levels in organization
- New practices in project management that take the best from the top-down and bottom-up approaches.

### Bio

Andrew Filev has been managing software teams since 2001 with the help of new-generation collaboration and management applications. His best practices are based on implementation of Enterprise 2.0 software in project management. Now Andrew is an expert in project management, a successful software entrepreneur and the CEO at Wrike, Inc.

Andrew is the author of some influential project management articles, including works for Cutter IT Journal, Web 2.0 Journal, etc. Andrew is often invited to speak at conferences, symposiums and seminars, where he has given speeches on new trends in project management and deployment of the next-generation, Web-based tools in organizations. He participated in such events as the PMI Silicon Valley Tools and Techniques Forum, Office 2.0 Conference 2007 and 2008 (the Project Management 2.0 panel), 2nd UTD PMI Project Management Symposium and others. Andrew's ideas about improving traditional project management are reflected in his popular Project Management 2.0 blog.