



Mesa, AZ-based Marshall Atkinson is one of the leading production and efficiency experts for the decorated apparel industry. He is the owner of [Atkinson Consulting, LLC](#).

As a coach, Atkinson focuses on operational efficiency, continuous improvement, workflow strategy, business planning, marketing, employee motivation, management, and sustainability.

He is a frequent trade show speaker, article & blog author, and is the host for the YouTube show for Jerzees [“Adventures in Apparel Decorating”](#) as well as the podcast [“Success Stories with Marshall Atkinson”](#) that is sponsored by S&S Activewear.

Atkinson has released four eBooks for the industry: [“Top 10 Workflow Tips”](#), [“Shop Basic Info Pack”](#), [“Price for Profit”](#), [“T-shirt Texture Tricks”](#), and [“Moving Past Disaster”](#).

In 2020, he has developed the first in a series of online learning courses. [“6 Steps to Kill Your Production Downtime”](#) is focused on eliminating costly production downtime with several easy-to-implement lessons.

The eBooks, online courses, as well as his shop coaching plans and several hundred industry blog articles, can be found on his website at <https://atkinsontshirt.com/>.

He hosts the popular [“Q&A with Alan and Marshall”](#) weekly industry show with co-host Alan Howe.

Marshall also co-founded a decorated apparel industry sales and marketing education company called [Shirt Lab](#), with industry entrepreneur Tom Rauen.

In 2020, Marshall was elected into the [Academy of Screen and Digital Print Technology](#) (ASDPT) as a member.

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