

DONALD BRADY

Award winning executive with a track record of digital transformation. Adept at building high functioning teams, defining strategy, developing buy-in, and executing with new technology. Experience in Retail, CPG, Travel & Hospitality, Health Care, MedTech, Oil & Gas, and Power & Utilities.

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LVMH RELEVANT PROJECTS

Principal

Deloitte Digital

January 2012 – Current

Bellevue, WA

- **Fortune 1 Retailer:** Currently leading projects and teams developing solutions using XR, 3D, and Digital Twins for advanced retail use cases. Use cases include VR associate training, store digital twins using Unreal and NVIDIA Omniverse, and synthetic data for Machine Learning use cases. The team comprises about 20 people with 3D design skills as well as Unity, Unreal and Omniverse engineers.
- **Quick Service Restaurant:** Complete omni-channel transformation including mobile, web, voice, and loyalty program. Platform delivered over \$3B in sales in 2021 alone, a substantial shift to online ordering at 36%, and improved financial performance. This work has won multiple Webby awards.
- **Major Hair Salon Chain:** Worked with CMO on brand consolidation and complete refresh of mobile and web presences for online booking and commerce covering owned and franchise locations.
- **Target:** Led teams that delivered all of Target's mobile commerce applications, Target Cartwheel, an innovative loyalty program designed to drive in-store foot traffic, and in-store innovation projects. At peak staffing this team comprised over 50 people including mobile, ux and design, engineering, and quality assurance. This work won multiple Webby awards.
- **Nike:** Led a skunkworks one-pizza team that delivered the Athlete mobile omni-channel sales tool. Deployed POC to stores in under three months. This became the Athlete clienteling tool in all Nike doors still in use today.
- Led a team of cross functional experts in mobile, augmented reality (AR), and computer vision to transform asset inspection at *Southern California Edison*. Using AR to improve image capture resulting in improved computer vision based inspection and allowing more efficient prioritization of grid resilience efforts. Deployed to over 500 field inspectors this substantially reduced inspection times and improved accuracy and safety. This work won a Gold Lion for Creative Business Transformation.
- Other retail clients have included Apple, Costco, Luxottica, TJX, and REI.

OTHER LEADERSHIP HIGHLIGHTS

- Leadership team member driving growth of Deloitte Digital from original acquisition seed of *Übermind*. Now with over 48 Studios across the globe, and over 8,000 US employees (17,000 Global) and >\$2B in revenue. Key member of team that defined the brand, offerings, and executed in the marketplace. Drove cultural change in Deloitte.
- Turned around *Digital Reality* practice. Practice now in growth mode with over 50 practitioners, \$20M+ annual client billings and substantially larger pipeline. Developed and executed go to market strategy. Right-sized the team. Hired key new team members and won key new accounts.

RECENT MEDIA



Attracting and Retaining Unreal Talent
Unreal Fest 2022



Gold Lion Creative Business Transformation
Cannes Festival of Creativity 2022



How Enterprise Augmented Reality Powers Front-Line Productivity in the Next Normal
MIT Sloan Review



Augmenting the field service worker
Deloitte Insights



From reactive to proactive digital transformation
Atheer AR Insights

SKILLS

Empathetic & Ethical Leadership Team Building
Technology Strategy Omni Channel CRM
E-Commerce Mobile HCD
Product Management Metaverse XR
AI IOT 5G
Global Delivery Agile Development

EDUCATION

Masters in Business Administration
University of Washington, Seattle, WA

Sept 1999 – 2001

Bachelor of Computer Science
University of Glasgow, Scotland

1987 – 1991

Vice President Strategy and Business Development

Übermind

📅 2008 – 2012

📍 Seattle, WA

- Led the strategy and pivot of *Übermind*, a boutique consulting company. The strategy capitalized on key talent advantages, market timing, and existing client base which included *Apple*. Successfully executed *Übermind* became the #1 mobile agency in the US.
 - Drove 10x growth in revenues by winning and developing key client accounts including *Apple*, *CBS*, *CNN*, *Nordstrom*, *Starbucks* and others. Hired and mentored Business Development (3) and Account Management (5) and Marketing (4) teams.
 - Board Chair responsible for advising CEO and company on strategy and other operational matters including CEO compensation and corpdev. Spear-headed process and ultimate sale of agency to Deloitte.
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Previous Positions

📅 1994 – 2008

📍 Seattle, WA

- Engagement Manager, Apple Inc.
 - Software Engineer, Apple Inc.
 - Engineering Manager, Discover Music
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Relevant Passions

- I have always had a strong interest in luxury fashion. I value high quality goods and the resulting sustainability benefits of products that can last a lifetime.
- I am a watch collector and knowledgeable in horology.
- I previously owned and operated restaurants for over 20 years and am knowledgeable on spirits and cocktails having developed and placed my cocktail bar in *Food and Wine* magazines top 100 bars. Owning an operating these business gives me unique perspectives on the hospitality industry.
- I have travelled extensively and love travel.
- Yoga and other health focused activities.