

# DONALD BRADY

Award winning executive with a track record of digital transformation. Adept at building high functioning global 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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## DIGITAL PROJECTS

### Principal

#### Deloitte Digital

January 2012 – Current

Bellevue, WA

- *H. Moser & Cie*: Advisor to Deloitte Swiss Member Firm on the recent launch of the *H. Moser & Cie* metaverse, built on the Aura Blockchain Consortium.
- *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.

## PRACTICE LEADERSHIP

- 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.

## AWARDS



### Gold Lion Creative Business Transformation

Cannes Festival of Creativity 2022



### Webby

Peoples Voice Winner 2022



### Webby

Shopping, Apps and Software 2015

## MEDIA



### Attracting and Retaining Unreal Talent

Unreal Fest 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

Global Delivery

Agile and Lean Development

Technology Strategy

E-Commerce

Omni Channel

CRM

Product Management

HCD

Change Management

Data and Analytics

Mobile App Development

Consumer Metaverse

Web3

Industrial Metaverse

Virtual Reality

Augmented Reality

Machine Learning

Computer Vision

IOT

5G

- Global travel to multiple countries to establish Deloitte Digital studios and help stand up capabilities including Australia, China, India, and the United Kingdom.

## 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 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.
- Yoga and other health focused activities.

## EDUCATION

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### Masters in Business Administration

University of Washington, Seattle, WA

📅 Sept 1999 – 2001

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### Bachelor of Computer Science

University of Glasgow, Scotland

📅 1987 – 1991