

DONALD BRADY

Results driven leader with a track record of building high functioning teams. Adept at applying new technology to problems and working with uncertainty. Industry experience in Retail, CPG, Health Care, Medtech, Oil & Gas, Power & Utilities, and Travel & Hospitality.

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Bellevue, WA

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bradydonald



EXPERIENCE

Principal

Deloitte Digital

January 2012 – Current

Bellevue, WA

- Leadership team member driving growth of Deloitte Digital from original acquisition seed to over 48 Studios across the globe, and over 6,000 US employees (17,000 Global) and >\$2B in revenue by 2022. Key member of team that defined the brand, offerings, and executed in the marketplace. Drove cultural change in Deloitte.
- Individually responsible for digital transformation wins resulting in revenues over \$100M. Led subsequent transformations with clients resulting in revenue growth, valuation increases, and external recognition.
- Turned around Digital Reality practice. Practice now in growth mode with \$20M+ annual client billings and substantially larger pipeline. Developed and executed GTM strategy. Right-sized the team. Hired key new team members, and won key new accounts.
- Trusted adviser to clients with multi-year client relationships.

Vice President Business Development, Strategy

Übermind

2008 – 2012

Seattle, WA

- Led the pivot of a boutique agency to be the #1 mobile agency brand in the US. Drove 10x growth in revenues. Responsible for GTM strategy and all Business Development and Marketing functions.

Board Chair

Übermind

2008 – 2012

Seattle, WA

- Board Chair responsible for advising CEO and company on strategy and other operational matters including CEO compensation and corpdev. Instigated process and ultimate sale of agency to Deloitte.

Previous Positions

1994 – 2008

Seattle, WA

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

RECENT MEDIA



Topic TBD

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

Digital Strategy

Global Delivery

HCD

Product Management

Agile

Industrial Metaverse

XR

AI

IOT

5G

EDUCATION

Masters in Business Administration

University of Washington

Sept 1999 – 2001

Bachelor of Computer Science

University of Glasgow

1987 – 1991