

DONALD BRADY

Technology executive with a track record of digital transformation. Adept at building high functioning teams, defining strategy, getting buyin, and executing with new technology. Broad industry experience including Retail, CPG, Health Care, Medtech, Oil & Gas, Power & Utilities, and Travel & Hospitality.

@ donald.brady@gmail.com

Bellevue, WA

donaldbrady

bradydonald



TRANSFORMATION 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.
- Turned around *Digital Reality* practice. Practice now in growth mode with \$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.
- 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. This work won a Gold Lion for Creative Business Transformation.
- Led teams helping *Chipotle* completely reinvigorate their digital channels including mobile, web, and voice. This work has delivered over \$1B in sales, substantially increasing the amount of digital orders and improving financial performance. This work won multiple Webby awards.
- Trusted adviser to clients with multi-year client relationships.

Vice President Business Development, Strategy

Übermind

2008 – 2012

Seattle, WA

- Led the transformation / pivot of *Übermind*, a boutique consulting company to be the #1 mobile agency in the US. Drove 10x growth in revenues. Responsible for go to market strategy and all Business Development and Marketing functions.
- Led multiple teams building *Target Corporations* mobile business including delivery of the flagship native mobile commerce application, Target Cartwheel, and other Target in-store initiatives over multiple years. This work won multiple Webby awards.

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.

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

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

Previous Positions

📅 1994 – 2008

📍 Seattle, WA

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