

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.

@ donald.brady@gmail.com

Bellevue, WA

donaldbrady

bradydonald



EXPERIENCE

Principal

Deloitte Digital

January 2012 – Ongoing

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. 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

STRENGTHS

Empathetic & Ethical Leadership

Team Building

Digital Strategy

Global Delivery

HCD

UX

Agile

Mobile

Web

Conversational

XR

AI

IOT

5G

Product Management & Marketing

EDUCATION

Masters in Business Administration

University of Washington

Sept 1999 – 2001

Bachelor of Computer Science

University of Glasgow

1987 – 1991