

# 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

donaldbrady

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## 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 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

XR

AI

IOT

5G

Industrial Metaverse

Consumer Metaverse

## EDUCATION

### Masters in Business Administration

#### University of Washington

Sept 1999 – 2001

### Bachelor of Computer Science

#### University of Glasgow

1987 – 1991