

DONALD BRADY

Award winning executive with a track record of digital transformation. Adept at building high functioning teams, defining strategy, developing buyin, and executing with new technology. Experience in Retail, CPG, Health Care, Medtech, Oil & Gas, Power & Utilities, and Travel & Hospitality.

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Bellevue, WA

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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.

Previous Positions

1994 – 2008

Seattle, WA

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

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