

VICE PRESIDENT OF INFORMATION TECHNOLOGY

Driving technology optimization and digital transformation through dynamic leadership, cross-functional engagement, proactive planning and effective execution.

Trustworthy, collaborative and forward-thinking Technology Executive with extensive experience building successful teams, driving key initiatives and facilitating critical change for multi-billion-dollar organizations. Highly adaptable professional with a strong record of success across industries. Adept at communicating vision, establishing expectations, monitoring progress and delivering results. Influences leadership and culture while supporting business needs, aligning processes with relevant technology, progressing company objectives, building value proposition and developing differentiated offerings and scalable solutions.

IT Strategy & Planning

Global Business Applications

System Conversions & Integrations

Business Partnership

Cross-Functional Collaboration

Compliance & Risk Management

Network Infrastructure

IT & Data Security

Agile & DevOps Methodologies

Disaster Recovery & Business Continuity

Team & Function Development

Coaching & Mentorship

PROFESSIONAL EXPERIENCE

STEELCASE INC. • Grand Rapids, MI • 2012 to Present

\$3 billion, publicly-traded, office furniture manufacturer with 12k employees and 80+ global locations spanning the Americas, Europe, Asia, the Middle East, Australia and Africa.

Director of Workplace Experience (2018 to Present)

Drive digital transformation and oversee digital collaboration platforms, technology across locations, systems of engagement, global technology hub and service desks. Lead 100-member staff team and manage \$7MM budget. Partner across functions to facilitate holistic approach to enabling employees through technology and to integrate new technologies into work environments.

- **Strategic Leadership:** Transformed Operations and Infrastructure teams using Agile methodologies and by realigning customer support capabilities (eliminating functional silos). Established IT Communications department to increase awareness of technology products and services across functions. Developed enterprise-wide IT training and internal communications for software launches and new products. Oversaw creation and execution of IT Expo, gathering 14 internal IT groups and key vendors (Microsoft, ATT, Verizon, Sprint) to educate and train users about new Intranet site, the Bring Your Own Device program and company technology options. Created Digital Transformation support department to drive modernization initiative.
- **Cross-Functional Collaboration:** Partnered with New Business Innovations team to review and assimilate emerging technologies into key business processes and locations. Teamed with Human Resources to develop a technology engagement strategy that improved the technology experience, enabled employee success and increased productivity and efficiency.
- **Project Leadership:** Concurrently serving as Officer on Deck for Ampersand Project, driving digital transformation of company, changing company culture to optimize utilization of new technology, using IoT to refine Data Lake and leading Agile team to develop supporting technology. Led multi-discipline team (IT, Agile Program Office, Human Resources, Communications, Design, Facilities, Applied Research Consulting, Work Space Futures) to leverage research to influence internal perspectives, drive process change and demonstrate value proposition (designed office space enabling shifts) within the organization.



Director of Smart & Connected (2016 to 2018)

Led and directed proactive design, proposal and implementation of technology strategies and procedures related to “Smart & Connected” offerings. Established and managed high-performance teams to facilitate change, defining expectations, eliminating roadblocks and coaching through challenges. Leveraged reporting, analytics and business intelligence to align activities with company objectives. Developed roadmap to leverage technology in support of digital transformation goals.

- **Strategic Planning & Execution:** Drove new CEO vision to migrate into technology business and services. Launched new business model based on IoT and Advanced Analytics. Leveraged sensors and gateways at client locations to provide insights into office space utilization and mobile applications for space users. Adopted new methodologies (Agile, DevOps), created Data Lake to store and curate sensor data, defined new security and data privacy standards, created new capabilities within order fulfillment process and supported rapid product development.
- **Team Building:** Built new team within IT to drive and manage change to existing development and support processes.
- **Executive Sponsorship:** Developed approved business case to establish new business unit dedicated to creation of “Smart and Connected” offerings. Collaborated across IT, Engineering, Marketing, Operations and Legal to facilitate objective.

“Bradley has shown considerable passion and great leadership... the success of our “Smart + Connected” endeavor depends upon strong cross-functional relationships between Bradley’s group and other functions. The new products and capabilities... introduce a very significant change to our security profile... Bradley is an integral member of the CIO team.”

Terry L., VP & CIO, Steelcase

Director of Customer Relationship Management (CRM) & Business Intelligence (2013 to 2016)

Partnered with Sales organization to standardize global sales processes and implement universal CRM platform. Supported functional strategy to target major international sales opportunities by engaging technology to drive data tracking, business intelligence and efficiency.

- **Influence & Leadership:** Convinced senior management of 3 global regions (Americas, EMEA, APAC) to align on standardization of processes and reporting. Managed RFP process to replace legacy CRM platform (Oracle on Demand). Evaluated and presented options, navigated selection process and implemented Salesforce as global application platform.
- **Continuous Improvement:** Expanded SAP business intelligence capabilities through “in-memory” database investment, improving performance and simplifying backend complexity.

POLYVISION CORPORATION • Suwanee, GA • 2006 to 2013

Formerly a privately-held manufacturer of ceramic-steel surface for use in whiteboards, chalkboards, projection surfaces, architectural panels and industrial surfaces. Employed 200 associates and served North America, EMEA and APAC regions. Became a subsidiary of Steelcase in 2001.

Director of Information Technology

Oversaw all IT functions, IT strategy and tactical execution. Drove significant division transformation and standardization.

- **IT Strategy & Structure:** Led organization turnaround from largest losing division in 2006 to most profitable division in 2010. Transitioned company from 5 disparate ERPs to single SAP ECC system through \$5MM investment and successful implementation. Created “One PolyVision” initiative to globally standardize business processes and to create a scalable and sustainable organization. Established Applications department to support new ERP system and existing platforms, reducing overall costs while shifting IT role from service delivery to business partner.
- **Collaboration:** Partnered with software and hardware engineering teams to implement productivity improvements including installation of Test Lab, virtualization of test environments and streamlining of hardware procurement process.

“In a particularly difficult set of circumstances, Bradley handled himself professionally and led the team to take the steps we needed to take. Team building and priority setting meetings run by Bradley show his leadership and I expect really great things from him.”

Bob K., VP Global Operations, Steelcase

EARLY CAREER

HEATCRAFT WORLDWIDE REFRIGERATION – **SAP Business Solutions Manager**

OFS FITEL – **SAP IT Project Manager**

LUCENT TECHNOLOGIES – **SAP Business Analyst – Central Corporate Revenue Cycle Team**

EDUCATION AND CREDENTIALS

EMORY UNIVERSITY | GOIZUETA SCHOOL OF BUSINESS – **Master of Business Administration (MBA)**

PENNSYLVANIA STATE UNIVERSITY – **Bachelor of Science – Business Management**