

BRIAN G. BRADY

Director, Stamford Learning Accelerator
Instructor in Residence
UConn School of Business
One University Place
Stamford, CT 06901

Education & Professional Development

University of Connecticut, Neag School of Education, January 2014-Present

Ph.D. Coursework in Learning, Leadership, and Education Policy with concentration in Adult Learning

Harvard Business School /HBP

Certificate in "The Art and Craft of Discussion Leadership" Workshop, 2010

Fairfield University, Fairfield, CT

Graduate School of Corporate Communications

Master of Arts, Communications, 1986

Georgetown University, Washington, DC

Bachelor of Arts, English, 1976

Academic Experience

University of Connecticut, School of Business

Director, Stamford Learning Accelerator (SLA)

Instructor in Residence

Faculty Mentor, Connecticut Center for Entrepreneurship &
Innovation (CCEI)

March 2012-Present

January 2009-Present

September 2011-March 2012;

January 2009-August 2010

SLA Accomplishments

1. Starting with just one project in the Spring of 2012, the SLA hosted over 20 experiential learning projects engaging a total of 100 students, five faculty mentors and generating \$66,000 in project revenue from client companies and state funding.
2. Awarded \$100,000 Grant with Chemical Engineering through Carpet America Recovery Effort (CARE) a national non-profit aimed at finding solutions to recycle carpet.
3. Co-founder and Director of the annual Women Entrepreneurs Forum at UConn Stamford which raised over \$18,000 in scholarship funds to date and has sold out each year with over 350 attendees, earning \$40,000 in sponsor revenue.
4. Working with senior management of MasterCard Worldwide on securing \$150,000 in funding for a new Women's Entrepreneurship Program for Inclusive Growth at the University of Connecticut Stamford.
5. Created significant awareness for the SLA and UConn School of Business with free newspaper and online advertising in the Stamford Advocate, National Public Radio, Connecticut Post, Fairfield County Business Journal, WCBS Newsradio 88, obtaining the commercial equivalent of \$40,000 in total media spend. New press included front page feature article on the SLA in the Business Section of the Stamford Advocate.

6. Managed and hosted 24 SLA events including Governor Dannel Malloy, President Susan Herbst, Commissioner Catherine Smith, William Dudley, President of the Federal Reserve Bank of New York, Claire Leonardi, CEO of Connecticut Innovations, NBC Sports, IBM, Bigelow Tea, and the Business Council of Fairfield County.
7. Helped secure a proposed Legacy Gift of \$50,000-\$60,000 from UConn alumnus along with UConn Foundation representative.
8. Officially named a vendor to Innovation Ecosystem Stamford Hub and Stamford Innovation Center resulting in opportunity for SLA to obtain project funding by way of \$5,000 vouchers to help Connecticut businesses.
9. Hosted an iCorps/Accelerate UConn Program event in the SLA; assisted in recruiting students and faculty through various internal media at the Stamford Campus as well as providing an entrepreneur and former UConn student to keynote.
10. Provided presentations and SLA tours to over 75 corporations, including MasterCard, Gartner, Pitney Bowes, World Wrestling Entertainment (WWE), as well as senior executives from other Fortune 500 and private companies as well as several alumni, UConn administration, faculty and staff.
11. Appointed by Dr. Sharon White to the UConn Stamford Director's Advisory Group.
12. Launched the UConn School of Business Student Ad Agency in Stamford and Storrs with Professor Tim Hunter.

Teaching

Recognized by Provost Mun Choi and Vice Provost Sally Reis for Excellence in Teaching, 2013 & 2014

Instructor in Residence, Director & Faculty Mentor, Stamford Learning Accelerator	March 2012-Present
Instructor in Residence & Faculty Mentor, CCEI	September 2011-March 2012
Visiting Instructor, Marketing Department <i>Storrs, Waterbury and Graduate Business Learning Center Campuses</i>	August 2010-August 2011
Instructor in Residence, Marketing Department Faculty Mentor, CCEI	January 2009-August 2010

Teaching Interests: Entrepreneurship, Digital Marketing, Branding, Strategy and Product Innovation

Graduate Courses taught:

- International Management Issues in China* -MGMT 5894 (2013-2015)
- Thinking, Acting and Managing Entrepreneurially-MGMT 5894 (2013-2015)
- Entrepreneurial Marketing-MKTG 5894 (2010-2014)
- Market-Driven Management-MKTG 5115 (2010-2011)
- SLA/CCEI Experiential Learning Projects (2009-2015)

*includes co-leading 11-day MBA trip to China featuring meetings with executives from several U.S. and Chinese national companies.

Undergraduate Courses taught:

- Strategic Analysis-MGMT 4902 (2014-2015)
- Managerial & Interpersonal Behavior-MGMT 3101 (2013-2014)
- SLA/CCEI Experiential Learning Projects (2009-2014)
- Thinking, Acting & Managing Entrepreneurially-MGMT 3230 (2012-2014)
- Entrepreneurial Marketing-MKTG/BADM 3753 (2010-2011)
- Introduction to Marketing Management-MKTG/BADM 3101 (2009-2011)
- Professional Practice in Marketing MKTG 4891 (2009-2011)

Adjunct Professor, Marketing, Post University, Waterbury, CT

Courses taught:

- International Marketing (undergraduate)
- Introduction to Marketing (undergraduate)
- Principles of Advertising (online, undergraduate)

Research

- Co-Principal Investigator partnering with the UConn Department of Chemical Engineering on research involving product opportunities for post-consumer carpet construction materials, 2015-Present
- Global research project with the Saïd Business School, University of Oxford investigating the global economic status of women and women entrepreneurs, 2014
- Conduct applied research with student teams for entrepreneurial ventures, 2012-Present

Grants Awarded

- \$100,000 Grant to Stamford Learning Accelerator from Carpet America Recovery Effort (CARE), 2015
- \$10,000 CT Next Grant for Experiential Learning Project from Connecticut Innovations, 2012

Conference Presentations

"Waste Carpet Construction Materials" with Richard Parnas, George Bollas, Cheng Diao, Shoucheng Du Elizabeth Brown, Xiaodong Yan, Hanchi Zhu; Carpet America Recovery Effort (CARE) Annual Meeting, 2015

Academic Conferences Attended

- Powershift, University of Oxford, 2014
- United Nations Global Partnership Women Leaders Forum, 2013
- Experiential Education Conference, Foster School of Business, University of Washington, 2012
- Online Marketing Summit, UBM/Tech Web San Diego, 2012
- USASBE Annual Conference- "Entrepreneurship: Changing the Present, Creating the Future" 2011
- U.S. Association for Small Business and Entrepreneurship (USASBE) Annual Conference, 2011
- 2010 American Marketing Association Summer Educators Conference, 2010
- Entrepreneurship Research Exemplars Conference, 2010, 2009

Ad Hoc Reviewer

- Interdisciplinary Studies Journal, 2011

Major SLA Events

2015

- iCorps/Accelerate UConn Program Launch, May
- International Women's Forum for Connecticut Girl Scouts STEM Event, April

2014

- Co-founder and Director, 2nd Annual Connecticut Celebrates Women Entrepreneurs Conference, September
- Crowdsourcing Workshop from the Refinery, a Connecticut women's entrepreneurship accelerator, June

2013

- IBM Center for Innovation and Visual Analytics (CIVA) Final Tollgate Presentation & Luncheon, December
- Governor Malloy's Entrepreneurship Roundtable Breakfast with 9 Connecticut businesses, October
- China Town Hall (Co-sponsor), October
- Co-founder and Director 1st Annual Connecticut Celebrate Women Entrepreneurs, September
- Logicbroker Final Tollgate Presentation with representatives from CT Next and Business Editor of Fairfield County Business Journal, August
- Federal Reserve Bank of New York, July
- Business Council of Fairfield County Event: Competitiveness, Innovation and Entrepreneurship, Regional Leaders and Initiatives, June
- Innovation Connection, Resources for Growth Companies, with Dr. Robin Bienemann and School of Engineering, May
- American Marketing Association, Fairfield County Meeting, May
- NBC Sports Group & Olympics, Internship and Job Recruitment Event, March
- Governor Malloy and President Herbst Press Conference & Town Hall Meeting, February
- American Marketing Association Annual Super Bowl Panel, February
- Bruce Museum, Board of Directors and Leadership Giving Committee, January

2012

- IBM Watson Final Student Presentation, December
- Bigelow Tea President Class Presentation, November
- American Marketing Association, Fairfield County Chapter -October, November
- Innovation for Economic Growth in Connecticut, October Grown in Connecticut Event, August

SLA Presentations & Tours
Company, UConn Alumni, Administration, Faculty & Students

2015

- Virginia P'an, CEO Yumi EcoSystems
- *Sheryl Sleevea, First Vice President Cardholder Solutions, MasterCard Worldwide*

2014

- Michael Vitti, VP Data Analytics, World Wrestling Entertainment (WWE)
- James Hilford, Founder & COO, Eyeglasses.com
- Jenny Lawton, CEO, Makerbot
- Bernie Gracy, Vice President Strategy, Pitney Bowes
- Linda Scott, DP World Chair, Entrepreneurship & Innovation, Said School, University of Oxford
- Claire Leonardi, CEO, Connecticut Innovations
- Brent Tollison, Recruitment, Coca-Cola
- Conor Horrigan, Founder, Half Full Brewery
- Alan Tan, Chairman, The Tan 2000 International Holding Company

2013

- Gary Breitbart, Business Council of Fairfield County
- Lucy Baney, CEO, Access Technologies Group
- Dr. Jim Wohl, UConn Ombuds
- Bruce Carlson, President & CEO Connecticut Business Technology Council
- Governor Dannel Malloy
- Commissioner Catherine Smith, DECD
- Paige Rasid, COO, Connecticut Technology Council
- Chris Bruhl, CEO & President, Business Council of Fairfield County
- Steve Russo, IBM
- John Freeman Senior V P, General Counsel. Harbor Point Development, LLC
- Lynn McDonald, Director of Development Operation Fuel
- Amber Ruehrwein. Field Marketing Manager, Preferred Brands/Tasty Bites
- William Dudley, President, and Rae Rosen, VP, Senior Economist, Federal Reserve Bank of New York
- Cynthia Lyon, Program Director, Higher Education, Business Council of Fairfield County
- Associate Dean, Larry Gramling and Leo Lachut, Director of Undergraduate Programs
- Vincent Yade, Hearst Media
- Dr. Susan Froshauer, CEO and President of CURE, The Bioscience Network of Connecticut
- Dan Sabia, former CEO of Red Thread and Business Consultant
- Angel Rich, Founder, The Wealth Factory
- Emanuel Adjekum, Producers and Director of Business Development, NBC Sports
- Peter Propp, CMO, Stamford Innovation Center
- Brien Buckman, UConn Trustee
- Virginia P'an, CEO YUM!, International
- Kurtis J. Roush Executive Director, Fisher College of Business, Ohio State University
- Janis Collins, Stamford Innovation Center
- Alexis Capra, HR Manager and Emanuel Adjekum, Recruiter, NBC Sports
- Peter Propp, CMO Stamford Innovation Center
- Valerie Senew, First Vice President, People's United Bank
- MBA Orientation and Tour of SLA

2012

- Kim Blomker and IBM Watson Senior Executives
- Andrew Johnson, Managing Director, Gartner Group
- Sam Simons, CEO OEM Controls
- Sean Cleary, Director of HR, WWE
- George Barrios, CFO, WWE
- Taylor Witt, Director, Mobile Systems, IS, News America Marketing
- Stephen Gold, Director of Worldwide Marketing, IBM
- George Demko, BUS'54 and Julie Pryor Bennett
- Carol Wallace, Director External Communications, Pitney Bowes
- IBM and Corporate and AMA Marketing Executives
- Bert Shefers, Managing Partner Abbey Road Associates, Pricing Workshop
- Jonathan DuPuis, VP, Digitas and UConn Alum
- Ted Ferrarone, COO, Harbor Point Development, LL
- Rob and Mike Burton, Cenveo

SLA Press Coverage & Promotion

2014

- *Hearst Media: Stamford Advocate, Connecticut Post*
-Financial Services Expect New Growth. Panel
- *UConn School of Business Magazine, Winter 2014*
Cindi Bigelow and Women's Event
- *School of Business Website: IBM Visual Analytics Course Project with Professor Girish Punj*

2013

- *Hearst Media: Stamford Advocate, Connecticut Post*
- *Cablevision 12 "Our Town" Program with Gwen Edwards*
- *Fairfield County Business Journal*
-Connecticut Celebrates Women *Entrepreneurs*
- *Fairfield County Business Journal*
-CTNEXT Collaborating with UConn SLA for Success with Logicbroker
- *Stamford Advocate*
Subject Matter Expert on Media Crossing, growing social media company
- *UConn School of Business Magazine*
-Learning Accelerators Helping Connecticut

2012

- *Stamford Advocate*
-Grown in Connecticut Event, Front Page, Professor Charlie Yarish
-IBM Watson, Business Section
- *Connecticut Post, Norwalk Hour*
-Grown in Connecticut Event and IBM Watson SLA Project
- *National NPR Radio* interview and broadcast, Professor Charles Yarish
- *WCBC Newsradio 88*-Professor Charles Yarish interview Grown in Connecticut Event
- *Wall Street Journal* – Print and on-line article-Seaweed Project in SLA
- *UConn School of Business Website*, SLA Orientation, Bigelow Tea, IBM Watson, NBC Sports, Logicbroker, IBM Visual Analytics
- *Fairfield County Business Journal*

UConn School of Business Service & Outreach

- Search Committee Member for New Administrative Services Specialist, 2015
- Assisted in launching iCorps Accelerate UConn Program at Stamford Campus, 2015
- SLA Presentation to Full-time MBA Students in Hartford, 2015
- Faculty Mentor, Innovation Quest Storrs, 2014
- Faculty Presentation to Prospective Part-time MBA Students, 2014-Present
- Instructor, Marketing Workshop for Entrepreneurship Bootcamp for Veterans, 2013-Present
- Faculty Presentation to Undergraduate Students, 2014
- WCBS Newsradio 88 Business Breakfast, 2014
-assisted with set up and attended
- Represented UConn School of Business with other faculty and staff at private dinner with University President Susan Herbst, 2014
- Member, Search Committee for Program Manager Stamford, 2014
- Member, Rotunda Technology Upgrade Committee, 2013-2014
- Member, Stamford Scholarship Committee, 2014-Present
- Faculty Judge, Entrepreneurship Bootcamp for Veterans with Disabilities, Business Pitch Competition, 2013
- Expert Panelist for American Marketing Association Super Bowl Advertising Meeting, 2013
- Volunteer, Part-time MBA Orientations, 2013-Present
- Presented Marketing Workshop to members of Avery Point Technology Incubator Program (TIP), 2012
- Advisor and Mentor, Startup Weekend, Storrs, 2012
- Faculty Judge, National Black MBA Case Competition, 2011
- Worked with UConn School of Business Department of Alumni Relations to develop Marketing Outreach initiatives for Marketing Internships, 2011
- Student Commencement Speaker Judge, 2011
- Instructor, Entrepreneurial Marketing Workshop for Young Entrepreneurs of Kenya, 2010
- Faculty Judge, National Black MBA Case Competition, 2010
- Helped create first University-wide CCEI Business Plan Competition, 2010
- Presented "Marketing Toolkit for Entrepreneurs" workshop to 13 member companies of the Connecticut Society for Advanced Technology (CCAT), 2009
- Guest Speaker, UConn Marketing Society "Internships and Career Paths", 2009
- Participated with other Faculty in attending May Graduation, 2009

University Service

- Appointed by Dr. Sharon White to UConn Stamford Campus Director's Board of Advisors, 2014
- Invited Panelist for Workforce Trends in Financial Services with Craig Childs, New York Federal Reserve Bank, 2014
- Guest Speaker/Presenter to City of Stamford Mayor David Martin and Chief of Staff Michael Pollard, 2014
- SLA Presentation to Stamford Connecticut Chamber of Commerce Board of Directors, 2014
- Presented at Director's Reception for Admitted Students, 2014
- Presented to City of Stamford State and Commerce Committee with Dr. Sharon White, 2014
- Coordinated Tour of NBC Sports Stamford facility for UConn Stamford staff, 2013
- Coordinator, Governor Malloy's Entrepreneurship Roundtable Breakfast, 2013
- SLA Presentation to William Dudley, President of Federal Reserve Bank of New York, 2013
- Developed and Presented Small Business Workshop for Stamford Mayor Pavia's Small Business Advantage Series, 2011

- Member, UConn Internship Discussion Council, 2011
- Presented to UConn Communications Society, 2011
“Career Opportunities in Marketing and Communications”

Professional Qualifications

KZS /Brady Lee, Inc. Marketing & Promotion Fairfield, CT 1996-2008

Global provider of marketing, advertising and sales promotions with focus on business-to-business and business-to-consumer

Managing Partner

Manage development of organization, including procuring new business; hiring and training 8 account service and creative personnel; Present new marketing plans to clients' C-Level management. Manage online marketing, direct mail, and interactive, web-based advertising campaigns. Create annual marketing budgets for clients. Oversee strategic planning, creative process, new product launches, multimedia, multi-lingual advertising and tradeshow on behalf of our customers. Additionally, create and produce print, internet and radio commercials for broadcast and spot / cable TV advertising for clients.

KZS Advertising, Hauppauge, NY 1989-1995

National advertising agency with 25 employees and \$20M in revenues.

Vice President & General Manager, Connecticut Office

Tasked with establishing and growing a Connecticut office to self-sufficiency for New York 4As advertising agency. Managed pitching and winning key business clients to give agency instant credibility

BBDO (part of OMNICOM GROUP) New York, NY 1986-1989

Account Supervisor

Worked on health care, high technology and industrial, clients both domestic and international

Automatic Data Processing Roseland, NJ 1982-1986

Director of Corporate Advertising

Promoted from sales and marketing positions at ADP Brokerage Services to Corporate Advertising Director in charge of Accounting Services and Wholesale/Distributor divisions. Helped shape corporate brand as part of senior marketing team.

Pitney Bowes Stamford, CT 1980-1982

Supervisor of Promotion Services

Oversaw the promotion of the Remote Meter Resetting System (RMRS), one of the most innovative and profitable products in the history of the company.

Prentice Hall Englewood Cliffs, NJ 1978-1980

Direct Mail Copywriter and Business Publications Editor

Honors & Awards

- 2002 Esprit de Corps Award, ConnectiCare, Inc.
Only non-employee to ever receive award
- Advertising Club of New York (ADDY) Awards
- Connecticut Art Directors Club Awards, won 4-years consecutively