

# BRYAN CASSADY

## MAKING INNOVATION HAPPEN!



A passionate believer in everyone's ability to innovate and build big ideas, I believe successful innovation is not an art or a science; it is a practice—a practice that can be taught and learned.

+32 475 860 757 | bryancassady@gmail.com | Krijgslaan 34, 9000 Gent, Belgium

### OBJECTIVE

A 5-10 year challenge building or extending the innovation consulting practice of an international consulting group.

### SUMMARY

Based on my experience building 8 successful companies in 6 countries, consulting work with hundreds of companies and a research program with over 400 companies, I have written a book, built a series of systems, tools, and methods to improve the practice of innovation in almost any company.

### TOOLS AND METHODS TO DRIVE INNOVATION

- The Cycles Book** The biggest difference between companies that succeed or fail in their innovation programs is that smart winners make good—even mediocre—ideas great over time. Cycles will introduce the ABCs method. This is a method any company can use to grow small ideas into big ideas. Target publication date: February 2019.
- The Cycles Toolkit** A series of canvases built in collaboration with 24 co-authors [Link](#)
- Innovation Assessment** An academically-validated innovation assessment with company-specific recommendations [Link](#)
- Bright Spots** A proven program to help companies build on their strengths ([www.bright-spots.com](http://www.bright-spots.com))
- Scale-up Weekends** A 3-day program to help companies grow existing ideas quickly ([www.scaleupweekend.com](http://www.scaleupweekend.com))

### A WIDE RANGE OF CONSULTING EXPERIENCE

- Innovation Management** Donaldson, Eastman Chemicals, Fokker, IBA, Kluwer, Proximus, Test Achats and trainings with over 250 companies
- Digital Transformation** Comparatio, IBA, Mobistar (Orange)
- Business Development** Actigroup, Adessa, Consodata, Guru Training Systems, Ixerv, Prebana Posta, SmartEnds, SweetBee, Test Achats, The Belgian Post, The Royal Mail
- Business Strategy** Cadbury Schweppes, Canada Post, Colgate Palmolive, Hong Kong Post, Kimberly Clark, P&G, The Belgian Post, The Italian Post, The U.S. Postal Service, Unilever

A full client list is available at this link: <https://www.bryancassady.com/about/#clients>

### THOUGHT LEADERSHIP

- Teaching Experience:** Katholieke Universiteit of Leuven (Adjunct professor: New Product Marketing, 3 years), The London School of Economics, Vlerick, VUB, ULB, Solvay (Adjunct professor: Innovation Management, 1 year), The Founder Institute, European Innovation Academy
- Courses Taught:** Innovation Management; Entrepreneurship, New Product Management, Marketing Research Methods, Social Media Marketing, Decision Making, Business Negotiation, Pricing, and Strategy
- Keynotes**
  - Business Model Innovation
  - Digital Transformation: It is more than Bits and Bytes
  - Forget About Fixing Things- Focus on Bright Spots for Growth
  - No more brain drains-Creativity that Works
  - The 7 Biggest Myths of Entrepreneurship
  - The 7 Myths of Innovation
  - The Myths of Speed
  - The ABCs of Making Innovation Happen
  - The ABCs of Scaling a Business Successfully
  - The Art of Outsourcing
  - The Power of Negative Thinking
  - The Science of Innovation
  - What is it worth for me- Pay what you want pricing
  - Waiting for big ideas- an excuse to be lazy

## A PROVEN BUSINESS BUILDER

I know how to grow a business. I also know how to help other companies build their businesses step by step. A step by step process helps companies move faster while reducing risks.

### Companies Built (Founder / Co-founder)

2017	Co-Founder Smartends an IoT Start-up
2014	Relaunched the Founder Institute Brussels
2012	Fast Bridge (International): Management consulting company focused on business development
2009	Webjuicer (Belgium): Created 24 informational websites and 2 price comparison websites
2002	Postal Solutions (International): Successful boutique consulting focused on the Postal industry
2000	Holistic Data (UK): A new type of list broking company offering data plus marketing strategy; sold to IPT
1999	The Preference Service (UK): A new lifestyle data and data mining company; sold to IPT
1998	Consodata (UK): Lifestyle data company; sold with other countries to Pagine Gialle for €650 million
1998	Promo Control (Poland, Czech Republic): Promotion handling company sold to HighCo Data
1996	Fedaso (Morocco): Provider of data scanning and encoding services that employs over 2,000 people today
1992	Pin-Point Marketing (Belgium): Direct Marketing Services, worked for 93 of the top 100 mailers; Sold to WDM

### Major Business Initiatives

2017	Launched Brighter Bins and created ForeverPhone and ModTrax
2016	Re-launched Global Marketing at IBA, building web traffic and sales leads by over 200% in 10 months
2015	Created the scale-up weekend program and managed the European Innovation Academy mentoring program
2011	Mobistar Internet Marketing (Belgium): Grew web sales by 23% while cutting expenses by 35% in 7 months
2010	Guru Training Systems (Belgium): Launched a 3D golf training system; Winner: Trends Start-up of the year 2010
2008	Comparatio (Belgium): A leading comparison site for financial services and insurance in Belgium
2006	Selectpost (Belgium): A new consumer brand for the Belgian Post sent to 60% of Belgian households
2005	Prebana Posta (Slovenia): A new brand launched for the Slovenia Post; failed in test market
2000	The Postal Preference Service (UK): A Royal Mail brand. 17% of UK households participated in a 12-page survey
1999	Voila Magazine (UK): Created a successful lifestyle magazine sent to 5.5 million UK households
1999	BMG Rewards Program (UK): Launched a music reward program with over 1 million members
1999	Jigsaw Consortium (UK): Created a £ 25 m marketing program for Kimberly-Clark, Cadbury, and Unilever
1997	The Consoclub (UK, France, and Spain): Re-branded, re-launched a magazine sent to 25 million households
1996-99	Large-scale database marketing programs created for AB InBev, Unilever, CB Direct, Henkel, and P&G
1993	The Sophie's Shopping Club (Belgium): Winner of the Belgian Marketing Innovation Award

## EDUCATION

**Ph.D. level courses in Applied Economics**, Katholieke Universiteit Leuven. Magna Cum Laude  
**MBA Finance**, Johnson Graduate School of Management, Cornell University. Academic scholarship; Cum Laude  
**MBA Marketing / International Business**, Katholieke Universiteit Leuven. Magna Cum Laude  
**Master's Certificate – European Studies**, Katholieke Universiteit Leuven  
**BA – International Relations**, University of Wisconsin – Madison. Math scholarship; Cum Laude

## PROFESSIONAL CERTIFICATIONS

*Innovation Engineering, Six Sigma, Agile / Scrum, Business Model Canvas, Lean Start-up, Solution Focused Coaching, Prince2, ADKAR (change management)*

## AWARDS

Finalist in the U.S. Top 100 Young Mathematicians' Contest  
3<sup>rd</sup>/4<sup>th</sup> place in U.S. National Racquetball Championships  
Winner of 7.9 National One-design Sailing Championship  
Winner Push Marketing Innovation Award (Belgium)  
Winner of the Belgian National Golf Pro-am

## OTHER

**Language Proficiency:** English (Native); Dutch/French (Fluent)  
**Interests:** Golf (9 handicap), Competitive sailing and skiing, squash, reading (100 books/year) and international travel (Over 40 countries and ready to visit more)  
**Citizenship:** US Citizen with permanent EC work permit

## CLIENT TESTIMONIALS

*"[Bryan's] coaching techniques challenged our team to maintain a clear vision and work on real, existing problems."*

*"...the type of mentor who is intrinsically motivated to guide people and ... is very effective in bringing the best out of teams."*

*"Bryan was often the "smartest guy in the room", but what made him effective was his ability to explain complex things simply."*

*"With Bryan supporting our marketing team, we did 3 years of work in 6 months"*

These testimonials and 74 more are available here: [www.linkedin.com/in/bryancassady](http://www.linkedin.com/in/bryancassady)