Bradley de Souza - Biography

Bradley de Souza is a leading Industry Strategist, Advisor, and Corporate Executive, building new companies and transforming existing ones.

He is a board-level executive with extensive International experience from high-tech, cross-functional organisations and advises on the best way to use technology to improve competitive advantage.

He has a wealth of experience in Telecommunications, Technology, New Media, Broadcasting and Venture Capital. He has always been drawn to the possibilities technology and media convergence creates. His extensive knowledge has made him an invaluable asset to organisations.

Early on is his career, Bradley was given the opportunity to formulate the Internet strategy for the Financial Times, developing the world famous FT.com site.

Before becoming an Industry Strategist and Advisor, Bradley was a founder member of O_2 (now a Telefónica company.) As a Vice President, he concluded more than 3 successful years at the European Mobile Operator. His previous roles included Vice President of Research & Development for Genie, O_2's successful Mobile Data business, where he developed strategies for Phone & Data Device development, APIs, Supplier management and Developer programmes.

Originally, Bradley was Chief Technology Officer for Genie (a Mobile Data Virtual Network Operator,) where he successfully delivered the core service capability to support Genie's ambitions in Europe and South-East Asia, 12 countries in total.

Prior to working with O_2 in 2000, Bradley was Head of Technology at BBC Online, in charge of all interactive and online development. His work at the BBC made it the largest portal and interactive content publisher in Europe.

Bradley is motivated by the challenges that convergence opportunities bring. His international career plus multi-industry background give him a unique insight into the issues modern businesses face when trying to balance the technology equation.

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