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Vice President, Source O₂

Bradley de Souza - Biography

Bradley became Vice President of Source O₂ in 2002. He moved from his role as Vice President of Research and Development for Genie, O₂'s successful mobile data business, where he developed successful strategies for Devices, APIs, Supplier management and Source O₂.

Since taking over Source O₂, formerly known as Expidas, Bradley has grown it into the largest mobile-carrier developer program in Europe, with over 12,000 registered mobile application developers.

His previous role inside O₂ was as Chief Technology Officer for Genie, where he successfully delivered the core service capability to roll out and support Genie's ambitions in Europe and South-East Asia.

Prior to working with O₂ in 2000, Bradley was Head of Technology at the BBC, in charge of all online and interactive activity, now known as BBCi. His work at the BBC made it the largest portal and interactive content provider in Europe, covering both Internet and Interactive TV.

Bradley comes to the business with a wealth of experience in new media, electronic publishing, broadcasting and technology. He has always been drawn to the opportunities technology and media convergence create. Early on in his career he was given the opportunity to shape the Internet strategy for the Financial Times, developing the world famous FT.com site and brand.

Bradley is motivated by the challenges that business opportunities bring, none more so than transforming O₂ into the leading provider of data services in Europe. His international career plus multi-industry experience give him a unique insight into the challenges O₂ faces moving from a carrier-oriented business to a service focussed business.