

# PROFILE

## Brad Wertz

### / Chief Operating Officer

Brad manages the day-to-day tactical and strategic operation of the firm. His core responsibilities include overseeing the delivery of strategy, interactive and technology engagements of Brulant's clients, developing industry leading solutions and business models along with next generation interactive marketing and technology capabilities.

#### expertise

Deliver technology and interactive solutions to customers across a variety of industries. Restructure management consulting and technology firms to capitalize on the new business models driven by interactive marketing/internet business models. Provide leadership for strategic business development opportunities. Grow entrepreneurial technology/web companies substantially in a very short timeframe. Implement best practices business processes to increase efficiency and maintain strong employee relations throughout the organization.

brilliant moment /  
developed a program that analyzed  
matter, anti-matter interactions to  
determine material properties



#### experience

##### **Xteric – President**

Managed the firm's growth and strategic direction, leading their turnaround and growth into online, commerce and interactive solutions. Xteric grew over 400% CAGR over 3+ years before being acquired by Brulant in 2006.

##### **Acero – Vice President**

Implemented solutions for pharmaceutical and biotech companies like Proctor & Gamble, Bayer, Incyte Genomics and Eli Lilly that enabled the rapid improvement in time and efficiency of the drug discovery process by organizing, searching and sharing genomic information.

##### **Brulant, Inc. – Vice President**

Worked with CEO Len Pagon to evolve and grow the company from a client server technology services company to a high-end web development and interactive marketing firm. This transformation occurred during the .com boom and resulted in Brulant's first websites, commerce and online banking solutions.

##### **Accenture – Manager**

Delivered business process re-engineering and enterprise systems solutions for Fortune 500 clients utilizing industry specific business process and implementation best practices to drive business impact.