



Mark Bradley

Mobile Visionary Driving Product Roadmaps
in Retail and Finance.

Mark Bradley of Oakland

VP of Product, Head of Mobile Apps | Retail, Banking & FinTech

Mark Bradley, of Oakland, California, considers himself a self-proclaimed "nerd" at heart, driven by a deep love for problem-solving and the continual pursuit of improvement. His ability to take on challenges and collaborate with others has defined his career path across multiple industries, including retail, IT, and banking. However, he is much more than his technical side—he enjoys many hobbies, including playing music, exploring the outdoors, softball, video gaming, and volunteering. Through these experiences, he's fostered a deep respect for the people he works with and the communities he serves.

Early Career and IT Beginnings

Mark's journey into IT began at Peet's Coffee in Emeryville, California, a well-known coffee chain. His initial role as a customer service coordinator gave him an early understanding of customer relations. Still, his passion for technology and problem-solving blossomed once he moved into IT. At Peet's, he worked in software quality assurance and project management, which opened the door to digital product management. His ability to understand both the business and technical sides of projects became a key factor in his career development.

At Peet's, Mark launched the company's new website and oversaw a diverse team of quality assurance engineers, business analysts, and user acceptance testing (UAT) teams. He also managed initiatives that improved inventory tracking and coffee orders to grocery stores, which proved highly successful. His accomplishments led to him taking on additional responsibilities, including leading the rollout of a mobile app loyalty program and a mobile order-ahead feature, which played an essential role in Peet's digital transformation.

Safeway and Growth in Product Management

The experience Mark gained at Peet's caught the attention of Safeway, where he was recruited to oversee the company's mobile app development. Initially brought in as a Senior Product Manager, he quickly proved his ability to lead teams and deliver successful projects, earning a promotion to Director of Product and Mobile Apps. In this role, he helped to shape Safeway's mobile vision and strategy while mentoring a team of product managers and engineers. Under his leadership, Safeway launched several important initiatives that contributed to the company's competitive position in the grocery industry.

One of Mark's proudest moments at Safeway was mentoring a rising star within the product team. This star became one of the first female directors of the company's flagship unified mobile app. This success spoke to his commitment to developing talent and creating an inclusive environment where all team members could thrive.

Transition to the Financial Sector at U.S. Bank

After years of experience in retail, Mark decided to take on a new challenge by transitioning into the financial sector. He joined U.S. Bank as Head of Mobile Apps, an opportunity that allowed him to learn about the financial services industry while leveraging his expertise in digital product management. He was instrumental in shaping the bank's vision for mobile and digital banking and played a key role in developing its product roadmap.

Since joining U.S. Bank, Mark has helped the institution achieve significant recognition in the industry. According to leading industry publications, the bank consistently ranks among the top financial institutions in mobile banking. His leadership was key to securing consecutive awards and continuing the bank's focus on delivering customer-centric innovations.

Early Life and Personal Background

Mark Bradley, of Oakland, California, had an early life shaped by the challenges of growing up in Jacksonville, Florida. Raised by his young mother, who was only 17 when he was born, he learned the importance of responsibility and hard work at a young age. His parents divorced when he was seven, and from then on, he played a supportive role in the household, taking on odd jobs to contribute to the family income. This experience gave him a strong sense of

empathy, responsibility, and the importance of family, values that continue to guide him today.

Throughout his early years, Mark was fortunate to have a close-knit network of strong, caring women who influenced his outlook on life. Their guidance instilled in him the importance of education and empathy, qualities he upholds professionally and personally.

Academic Background and College Years

Education was always a priority in Mark's family. His mother strongly emphasized learning, which helped him excel academically. By the time he was in fifth grade, he was already reading at a twelfth-grade level, and his academic performance continued to impress throughout high school. Despite coming from a low-income background, he worked part-time jobs throughout high school and college to support himself.

Mark's academic journey led him to New Mexico State University, where he earned an Associate's Degree in Music Performance with a focus on classical guitar. Later, he attended Sonoma State University in California and completed a Bachelor's Degree in Business Analysis and Consulting. While attending school, he worked full-time at Target and Peet's to cover his tuition and living expenses, demonstrating his strong work ethic and determination.

Family Life and Values

Mark's family is at the core of his life, and his wife, Jami, is a significant source of inspiration and support. The two met while attending California State

University, Stanislaus, and have been together for 18 years, married for nine. Jami has been Mark's rock, supporting him through personal and professional challenges. They share a passion for animals and plan to adopt a dog once they feel ready to provide a loving home.

Mark values people deeply, and his passion for helping others extends beyond his work. He enjoys meeting new people, learning from them, and making them feel appreciated and welcomed. In addition to his professional endeavors, he is certified in wilderness rescue first aid, CPR, and Naloxone administration, highlighting his commitment to ensuring the safety and well-being of those around him.

A Wide Range of Hobbies

In his free time, Mark Bradley of Oakland, California, enjoys diverse hobbies that reflect his wide-ranging interests. Playing guitar and writing music have been his passions since his teenage years. He has played in various bands and continues pursuing music as a creative outlet and source of joy.

Mark is also an avid outdoorsman, enjoying backpacking and camping whenever possible. He loves collecting vinyl records, attending live concerts, exploring new vegan restaurants, or cooking vegan meals at home. As a competitive player of Magic: The Gathering, Mark has succeeded in several competitions, including winning the Regional Championship Qualifier in Berkeley, California. This victory earned him a spot in the 2024 USA Regional Championship in Washington, D.C., where he finished with a strong record.

Through these pursuits, Mark remains grounded in his commitment to family, personal growth, and professional excellence. His journey from customer

service coordinator to a leading figure in IT and product management demonstrates his resilience, adaptability, and passion for solving problems.