

Mark Bradley uses classical guitar skills to inspire creativity



Mark Bradley, based in Oakland, California, is a true fan of technology and an ardent problem solver. His career has meandered through significant leadership and product management roles across retail, IT, and banking industries. His approach to his work is rooted in a deep commitment to innovation and continuous learning. Outside work, he pursues diverse passions, including composing music, engaging in outdoor activities, playing softball, gaming, enjoying vegan cuisine, and volunteering.

Mark initiated his IT career at Peet's Coffee in Emeryville, California, where he first served as a customer service coordinator. His quick grasp of technological applications and management soon propelled him into more advanced IT and digital product management roles. These roles played to his strengths: tackling complex problems and fostering an environment of constant technological innovation and improvement.

At Peet's Coffee, Mark's career progressed as he took on the roles of Software QA and Program Manager, where he was instrumental in launching the company's revamped website and managing a diverse team responsible for quality assurance, business analysis, and user acceptance testing. His strategic initiatives improved Peet's inventory management systems and enhanced the efficiency of their coffee distribution to grocery stores.

As Digital Product Manager, Mark collaborated closely with various stakeholders to formulate and refine the company's strategic vision. He managed product roadmaps, defined project requirements, and led teams through the detailed product development and launch phases. His leadership was characterized by a keen attention to detail and a proactive approach to user experience and customer support.

His success at Peet's led to an opportunity at Safeway (now a part of Albertson's), where he began as a Senior Product Manager before quickly being promoted to Director of Product for Mobile Apps. In these roles, Mark developed and launched numerous initiatives that significantly enhanced the functionality and user interface of the grocery chain's mobile applications. His work helped streamline customer interactions and improved overall customer satisfaction.

Mark's retail and IT achievements caught U.S. Bank's attention, where he was offered the role of Vice President of Product and Head of Mobile Apps. Transitioning into the financial industry, he brought a fresh perspective to mobile app development, focusing on user-centric designs and secure, innovative banking solutions. Under his guidance, the bank's mobile offerings have received multiple awards and recognition for excellence in financial technology.

Raised in Jacksonville, Florida, by a young single mother, Mark learned the importance of resilience and the transformative power of education early on. He worked various jobs throughout his youth, supporting his family and funding his educational pursuits. He excelled academically and earned an Associate's Degree in Music Performance and classical guitar from NMSU and a Bachelor's Degree in Business Analysis and Consulting from Sonoma State University, all while working full-time to support his studies.

On a personal level, Mark Bradley enjoys a fulfilling life with his wife, Jami, whom he met in college. They have been married for nine years and together for nearly two decades. The couple is looking forward to adopting a dog, eager to provide a loving home for their new family member. His life exemplifies a balanced blend of dedication to his professional ambitions and personal commitments, making him a respected figure in his professional circles and a cherished community member.