

Curriculum Vitae

Brad Mooberry

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Brad Mooberry spent nearly 30 years as president and CEO of ad2, inc., Brad Mooberry began consulting with a variety of corporate, entertainment and non-profit clients on concepts for, and implementation of, multi-channel initiatives ranging from brand strategy and website development to social media and mobile marketing tactics.

As an experienced professional in both traditional and digital advertising, Mooberry has been deeply involved in creative marketing strategies and brand building solutions since 1980. When he founded ad2, it started as a boutique agency designing ads, catalogs, and brochures. Mooberry's early adoption of digital prepress and desktop computing was considered highly visionary at the time. By the early 1990's, ad2 emerged as a leader, not only for its creativity and marketing savvy, but also for its expertise and innovation in digital technology serving clients, such as Amblin Entertainment, Sony Pictures, Pepsi, Hilton Hotels, Columbia/TriStar Pictures, 20th Century Fox and many others. In 1992, Mooberry designed and programmed the industry's first interactive CD-ROM press kit for Steven Spielberg's *Schindler's List*, which opened the door to the company's shift to digital production processes and communication mediums. In the late 90's, working closely with the President of Hilton Hotels, Mooberry was tasked with many high profile assignments, including the strategic planning for Hilton's corporate intranet; designing and building a company-wide interactive training program; writing and designing numerous presentations; and finally, articulating the vision for the Hilton Value Chain and designing the visual graphics for the poster sent to every hotel.

Under Mooberry's direction as owner and creative director, ad2 received more than 160 interactive awards, including New York Festival, Summit Emerging Media, MarCom, Horizon, W3, Hermes Creative, Webby, Davey, London International and One Show Awards. The company was regarded as one of the top interactive agencies in the country having produced more than 300 web projects and more than 100 interactive CD-ROM titles with distribution of over 100,000,000 disks. Over the years, Mooberry has gained extensive experience creating and implementing digital projects across multiple marketing channels - websites, micro sites, social sites, interactive CD/DVD-ROMs, online campaigns, interactive games & activities, custom online applications, mobile sites and mobile apps, and much more.

Throughout his career, Mooberry has always been very 'hands-on' with computer software and using these tools to enhance his marketing skills that include brand identity, brand building, strategic planning, articulating vision, concept ideation, UI design, information architecture, copywriting, graphic design, photography, digital storytelling, print production, digital video editing and even some programming. He has helped a long list of clients make the shift to digital, including:

- 20th Television
- Amblin Entertainment
- ASSA ABLOY
- Bandai
- Bose
- Deloitte
- DirecTV
- Electronic Arts (EA)
- Fox
- GRAMMY
- Hilton Hotels
- Honda
- IGN
- ISUZU
- Kaiser Permanente
- Kawasaki
- Lions Gate
- LA Kings
- Mattel
- MGM
- Miller Brewing
- Monterey Bay Aquarium
- Paramount Pictures
- Pepsi
- Pioneer
- Rand McNally
- Robb Report
- SANYO
- Smithsonian Institution
- Sony Pictures
- Toon Disney
- Touchstone Pictures
- Toyota
- Universal Pictures
- Verizon
- Walt Disney Parks & Resorts Online
- Warner Bros Home Entertainment
- Wells Fargo Bank
- Wolfgang Puck

Education

U.C.L.A. - Graduated December 1975 - Bachelor of Arts - Design Major/Business Minor

References and portfolio samples available on request.