Career growth

Bradley has a range of career experience which began soon after graduation when he joined a start-up as a Software Developer. As the first employee in the company he spent three years there helping to build it up to over twenty staff. He then moved into a development management role, before leaving to join a consultancy firm.

‘I felt I needed to move into a large consultancy in order to learn formal processes. However, I found the lifestyle of living in different parts of the country for months at a time too hard when I became engaged to my wife. I’d recommend everyone to try this at some stage of their life, preferably before they start a family.’

After leaving consultancy, Bradley decided to work for another start-up, which was a division of a government-owned Finnish telco company. ‘It was the start of the dotcom boom and was a fascinating period. I spent a lot of time travelling, particularly in Asia, where I wrote a number of patents and got to work with the latest technologies.‘ When the dotcom bubble burst, Bradley then found a position at IMG.

Current roles

IMG is a sports marketing company and Bradley worked within the digital division. However, it was outsourced to Endava, an IT services company, where Bradley now takes on the role of Head of Digital Media and Head of Endava Labs. ‘At the time, we moved from IMG – the biggest, most respected company in a fascinating industry, to a small IT consultancy.‘ It’s clear that Bradley takes advantage of his strengths, as he helped Endava grow from 500 employees to over 1,300 in 2014, even through the tough financial climate.

‘In my Head of Digital Media role, I create the digital strategy for Endava – such as which platforms and technologies our clients will need and which markets we should focus on. Endava Labs is a virtual team across the whole of Endava, so we pick people from across the company to work on each project, to produce demos, prototypes and proof of concepts on the very latest technologies.’

Words of advice

Bradley has relied very much on his degree, as he believes it led to his prominent position today. ‘I remember studying a database module in my final year at University, and thinking “this is all theoretical and I’m never going to need this after my final exams.” On my first day of work after graduating, my boss said: “This is the idea for the new product, and the first thing we need you to do is start developing a brand new database.”’

For those who are looking to work in the sector, Bradley stresses the importance of three key elements: Experience, (particularly through a placement); building a diverse project and industry portfolio; and having an opinion – always stay up-to-date with the latest trends and technologies. In the future Bradley plans to write his own book, especially since starting his own blog on www.bradbox.com.

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