

BRANDON RIDDELL

Dept of Words & Deeds,
General Labourer

Summary Bio

Brandon is a multi-talented trail-blazer in collaborative product and process design. He has a degree in Management and Organizational Studies which he has put to use as the Team Lead on multi-platform product innovation initiatives for Deloitte Canada, Canadian Tire and RocketSpace. He has a specialized understanding of artificial intelligence and human centred design, and their related impacts and applications.

Expertise

- Team coordination
- Convening
- Reporting
- Process design

Education

- Management and Organizational Studies (BMOS)
The University of Western Ontario
- Certified ScrumMaster (CSM)
Scrum Alliance & Berteig Consulting



Employment History

- Present
Partner, Mai Quarterly
- Present
Advisor, Pocket Change
- 2016 – 2018
Lead, Ecosystem & Global Sensing,
Deloitte Canada, LLP
- 2017 – 2018
Editorial Director, AI &
- 2017 – 2018
Advisor, Singularity University Canada
- 2016 – 2018
Advisor, Fierce Founders
- 2014 – 2016
Manager, CT Innovations, Canadian
Tire Corporation

Select Projects

AI & (Canadian Artificial Intelligence Publication)

Founded a team to create a print publication showcasing the diversity of artificial intelligence in Canada. The effort is a collaboration between a leading design and publication firm, an emerging AI thought leader as Editor in Chief, Canada's top AI and neuroscience research institutions, and large organizations representing different industries.

Canadian Tire Digital Garage

Responsible for the design, build and launch of the Canadian Tire Digital Garage, reimagining the organization's standard building procedures to complete the project in only 30 days and redefine how new offices and retail outlets (including SportChek) are developed across the country. Built a highly-skilled team that included UX/UI designers, industrial designers, software engineers, hardware engineers, and business specialists, to stimulate a new way of working within the iconic 94-year-old retailer. In the first year of operations, the team produced over 25 POC solutions that were used by multiple brands under the Canadian Tire Corporation. Drove collaborative work between the distinct fields, focusing on the unique needs of each individual to optimize output and create a family that is able to repeatedly deliver the most innovative products and solutions that Canadian Tire has ever produced.

Deloitte Global & RocketSpace

Formed a strategic relationship with RocketSpace to lay the groundwork for the organization to become a significant

ecosystem partner, which includes founding a global industry accelerator. The partnership aligns Deloitte with a startup organization on a rapid growth trajectory while bringing together a group of corporate collaborators to support pilots and convert them into large transformational implementations.

Canadian Tire Lab Network

As the first innovation outpost established in the Waterloo Region outside of the technology industry, I developed the Sequential Lab Network after researching a Distributed Lab Network. At the core of the digital transformation strategy, the new model facilitated the research, ideation, and commercialization of products and solutions from insight to commercial launch. The lab network operated three outposts: an academic focused lab in Winnipeg to produce research on the future of retail, product, and relevant technology, a design focused outpost in Communitech to build a human-centered design practice and lead rapid prototyping and testing, and a full-stack innovation lab with industry leading hardware and software development capabilities in Kitchener-Waterloo.

Mai Quarterly

Mai is a quarterly journal devoted to the critical, independent examination of the cultural and social implications of Artificial Intelligence (AI). We serve as a forum for authorities to debate issues surrounding AI and a place where lay audiences can better understand the significance of the technology-driven changes underway.