



Andrew T. Brady
PRESIDENT & CEO
THE XLR8 TEAM



Andrew was just seven years old when his father, Tom Brady, started The XLR8 Team. By the time he was eight, he had already taken his first leadership assessment. He grew up learning about leadership around the dinner table and knew early on that he was passionate about following in his father's footsteps. Andrew sought to lead at every opportunity, both as an Eagle Scout and as captain of multiple sports teams. In the Applied Economics and Management program at Cornell University, Andrew was accepted into the Business Opportunities in Leadership and Diversity (BOLD) certificate program, broadening his perspective in his lifelong study of leadership. During his junior year, he was elected president of his fraternity, which provided an opportunity to create and deliver a leadership development process for aspiring leaders based on his studies and XLR8's methodologies.

After graduation, Andrew was accepted to the Management Training program at Wegmans Food Markets and helped prepare a 40-employee department for the largest store opening in the company's history. Two years into his role, Andrew and his father spoke of his father's impending retirement prompting Andrew to move back to Rochester to learn the business he had always dreamed of leading. As Director of Business Development, he was responsible for broadening the client base for The XLR8 Team and has delivered leadership training and coaching at Wegmans Food Markets, the Rochester City School District, Klein Steel, Clean Craft, Bergmann Associates and DigU Brand Development. Andrew's role also tasked him with diversifying the revenue stream. Toward that end, he led a project to create a mobile app to support XLR8's Evolutionary Leadership and cultural transformation processes and is currently working on an online course to scale the leadership development process that has been delivered as an in-person program to over 500 executive leaders over the past 20 years, including 250 at Wegmans.

To further his study of leadership, optimum performance and human flourishing, Andrew enrolled in a Masters program in Applied Positive Psychology at the University of Pennsylvania. During the program, he studied wellbeing, strengths development, resilience, motivation and engagement. His thesis project explored how leaders can build a thriving organization by applying Positive Psychology toward the cultivation of purposeful fulfillment for employees. After completing classes in May of 2015, and after 3 years as the Director of Business Development, Andrew became the President and CEO of The XLR8 Team as he takes the reins to continue to integrate Positive Psychology, online learning and mobile technology into XLR8's leadership development and cultural transformation offerings.

Andrew has also demonstrated a passion for involvement in the Rochester community by co-chairing Rochester Rotary's Business-to-Business Committee and mentoring a young man through Big Brothers Big Sisters. He also volunteers his time to teach leadership at the RIT Leadership Institute, the RIT Center for Urban Entrepreneurship and to city school students through Junior Achievement. He serves on the boards of the Rochester Chapter of Conscious Capitalism to cultivate purposeful, values-driven organizations; Rochester Young Professionals as the professional development co-chair to help build Rochester's future leaders; Friends of Educational Excellence to get students in the city school district to grade level in reading; and for NextGen Rochester, a philanthropic giving circle for young professionals.