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Top Skills

Strategic Planning
Strategic Partnerships
New Business Development

Certifications

The Science of Well-Being

Honors-Awards

Lifetime Trustee
2023 MBA Teaching Excellence Award
Gillespie Family Teaching Award
John E. Nesland Faculty Scholar

W. Bradley Werner

JRN Faculty Scholar, University of Colorado Boulder
Boulder, Colorado, United States

Summary

Brad Werner is an award-winning Professor, Entrepreneur, and the JRN Faculty Scholar in the Strategy, Entrepreneurship, and Operations Division at the University of Colorado's Leeds School of Business.

Brad has excelled across multiple industries, including technology, healthcare, and hospitality. His current focus is on commercializing quantum networking hardware.

His influence extends beyond academia through board positions at several prominent companies. Early and mid-growth ventures frequently seek his strategic consultation.

Brad's humanitarian work includes efforts to reduce homelessness and HIV/AIDS in Chicago. Through his collaboration with Chicago House, he has developed innovative solutions to these challenges, creating lasting community impact.

In academia, Brad specializes in lean startup and agile engineering strategies. He is passionate about developing advanced critical thinking skills in students and organizations through experiential learning.

Experience

Icarus Quantum
CBO
September 2024 - Present (1 year 6 months)
Boulder, Colorado, United States

Bina - Bridge Innovate Nurture Advance
Guest Lecturer
2022 - Present (4 years)
Tel Aviv District, Israel

University of Colorado Boulder - Leeds School of Business

Teaching Director & Assistant Teaching Professor | Deming Center for Entrepreneurship

June 2019 - Present (6 years 9 months)

Boulder, Colorado

University of Colorado Boulder

9 years 7 months

Co Host-Creative Distillation Podcast

September 2019 - Present (6 years 6 months)

The nexus for this podcast came about through conversations between Jeff and Brad about the value of entrepreneurship research. Brad brings a strong business perspective to the Deming Center that compliments Jeff's focus on academic research. In each episode the pair will focus on a recent study and highlight how this academic research is valuable to not only our students, but the broader startup community. It just so happens Boulder has a booming industry for spirits and craft beer, so it's only natural to visit a new location each episode and enjoy a tasty beverage while distilling the latest research.

Assistant Teaching Professor | Strategy, Entrepreneurship, & Operations-Leeds School of Business

August 2016 - Present (9 years 7 months)

Boulder, CO

Azumo

16 years 2 months

Co-Founder

January 2010 - Present (16 years 2 months)

Chicago, IL

Azumo-powered displays generate efficiencies that allow battery powered electronic devices to run for a week or more on a single charge, and allow for readability in direct sunlight. Our reflective display modules remove the restrictions around how and where we can use our devices, and greatly expands device efficiencies and readability.

Our team has developed proprietary and patented lighting technologies developed for a wide range of consumer electronics applications; from the displays on our electronics to the light fixtures in our homes. How does it work? The technology efficiently inserts light into ultra thin plastic film. It then radiates light from within that film to exactly where it is required. Our technology minimizes battery consumption, using 90% less power than current solutions (without a loss of performance), is intrinsically safe, and is certified

for industrial and medical uses. Front-lit reflective LCD modules are the next evolution in battery powered devices and general illumination. Our proprietary light guiding technology uses off-the-shelf commercial LEDs, allowing our customers to leverage ongoing and future LED innovations and improvements. Azumo improves the user experience for the portable phones, tablets, laptops, wearables, and televisions we use every day.

CEO
January 2010 - April 2014 (4 years 4 months)
Chicago, IL

Auberge Resorts Collection-AJ Capital Partners
Partner
2006 - 2014 (8 years)
Illinois/California

The Auberge Resorts Residence Collection consists of Auberge Residences at Esperanza Resort, Los Cabos, Mexico; The Lodges at Calistoga Ranch, Napa Valley, California; Auberge Residences at Element 52, Telluride, Colorado and Auberge Residences at Pronghorn, Bend, Oregon.

CME Group
Member: Chicago Mercantile Exchange, International Monetary Market and Index and Option Market
1981 - 2014 (33 years)
Chicago, IL

CME Group is the world's leading and most diverse derivatives marketplace, handling 3 billion contracts worth approximately $1 quadrillion annually.
Mr. Werner was an active speculator and hedger. His primary focus was creating value by identifying inter market price discrepancies. He served on the Business Conduct Committee, the Arbitration Committee, the Lean Hog Pit Committee, and the Blue Ribbon Panel created to investigate unethical trading practices and various other committees which provided counsel to the CME's executive organization.

Sweet Miss Giving Bakery
Co-Founder and Principal Investor
June 2007 - December 2010 (3 years 7 months)
Chicago

As a Public/Private entity, Sweet Miss Giving's Bakery is a premier bakery and jobs program that offers baked goods and jobs training. Over 50% of all profits go to help the formerly homeless and HIV/AIDS-affected men, women, and

children of Chicago House. The Employment Program and six-week training program was used to teach employable skills in baking, packaging, customer service, and delivery. At any given time, more than a dozen disabled adults are getting real-world training and experience in our kitchen. On November 11, 2009 President Bill Clinton cited this entity as "the best back to work program in the country".

Chicago House and Social Service Agency
Board Member
January 2006 - January 2010 (4 years 1 month)
Chicago, IL

Education

The University of Chicago
Master of Business Administration (MBA)

St. Lawrence University
Bachelor of Arts (B.A.), Government