

BRADLEY WILSON

Forward-Deployed AI Strategist & Digital Transformation Lead

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SUMMARY

Digital Transformation & AI Product Manager with 10+ years reframing strategic problems into deployed digital solutions, from board-level framing through to operational execution. I've delivered multi-million-value transformation programmes with direct P&L and CAPEX accountability, grounded throughout in human-centred design to keep technical change usable by the people who have to run it and the end user. I bring strategy and execution to markets where the standard global transformation playbook doesn't hold, translating and scaling it into what actually works across Southern Africa's operating realities.

STRATEGIC OUTCOMES

- **Central Banking AI Agent (Bank of Namibia):** Project managed and engineered the multilingual AI agent deployment for citizen complaints and financial-scam reporting, redesigned the conversational pipeline, and got it live on Proto's platform processing over 5 000 citizen interactions in the first 60 days.
- **National Pension & Energy Strategy Roadmaps:** Ran human-centred strategy design workshops for a national retirement fund, developing the GTM strategy for a pension backed home loan scheme. Ran digital transformation strategy design workshops for an energy utility to fix outdated, misaligned planning, establishing multi-year CAPEX structures and piloting a WhatsApp-based n8n automation to kick off multi-phase digitisation initiatives.
- **Enterprise Portfolio & Capital Allocation (Ohlthaver & List Group):** Built and ran enterprise-wide transformation roadmaps across FMCG, retail, and hospitality subsidiaries, securing executive buy-in for eCommerce and CRM deployments, ranging from Salesforce to Oracle Opera.

PROFESSIONAL EXPERIENCE

Independent Consultant

January 2025 – Present

- **Strategy & Transformation:** Formulated a multi-year digital transformation roadmap for an energy utility company, developing strategic framework from Discovery to Monitoring & Evaluation.
- **Product Delivery:** Deployed custom workflow automations using *n8n*, *OpenClaw* and *Make* to achieve scalable operational efficiency for MSME's in real estate and property development.
- **Strategic Planning:** Developed a pivotal 3-year strategic plan for a national retirement fund administrator to guide their high-growth product rollout.

Growth Operations Manager – PROTO

January 2026 – May 2026

- **AI Automation:** Deployed the Bank of Namibia AI Agent from pilot to live production.
- **Process Optimisation:** Engineered agentic workflows for Namibia's largest private hospital group.
- **Knowledge Management:** Automated the capture of critical institutional expertise by structuring and automating core product documentation and release notes.

Customer Success & Innovation Manager – V5 DIGITAL

June 2024 – December 2024

- **Team Productivity:** Spearheaded the implementation of an integrated project management platform, directly optimising cross-functional communication and project oversight.
- **Client Governance:** Collaborated directly with C-suite representatives to align digital deliverables with business requirements.

Digital Acceleration Manager – OHLTHAVER & LIST GROUP

July 2022 – June 2024

- **Financial Oversight:** Administered enterprise-wide transformation roadmaps, controlling over N\$5 million in annual budgets and individual project allocations from N\$1 million upwards.
- **Business Case Execution:** Secured executive investment by building commercial business cases for eCommerce and CRM platform deployments.
- **Data Architecture:** Designed an enterprise Group Insights Hub using a custom configuration of white-label and off-the-shelf systems to establish data-driven insights.
- **Cross-Functional Leadership:** Headed non-authoritative delivery teams of over 20 professionals across multiple organisational subsidiaries.

Digital Marketing Management & Strategy – O&L GROUP

Sept 2015 – June 2022

Progression: Digital Marketing Manager (July 2021 – June 2022) | Group Digital Marketing Strategist (April 2018 – June 2021) | Digital Marketing Coordinator (September 2015 – March 2018)

- **Digital Literacy:** Scaled a comprehensive digital literacy training program across multi-disciplinary teams to elevate organizational capability.
- **MarTech Architecture:** Formulated multi-industry Marketing Technology roadmaps to directly align marketing channels with business digital maturity phase.
- **Conversion Rate Optimisation:** Managed consumer marketing platforms across FMCG and hospitality business units, using retention data to increase Customer Lifetime Value (CLV).
- **Digital Campaign Execution:** Directed over 50 national consumer promotions, with close to 20million combined interactions, far exceeding target KPIs through data-backed campaign management.

ACADEMIC & CERTIFICATIONS

- **MBA (AI in Business)** – Guglielmo Marconi University (2026)
- **Post-Graduate Diploma (Digital Marketing)** – Digital Marketing Institute (DMI)
- **Bachelor of Commerce (Marketing Management)** – University of South Africa (UNISA)
- **Certification: AI Product Management Specialisation** | IBM & SkillUp Edtech
- **Certification: Product Manager Professional** | IBM & SkillUp Edtech
- **Certification: Leadership In Digital Transformation** | Technical University of Munich
- **Certification: Blockchain Revolution in Financial Services** | Insead via Coursera
- **Certification: Google Project Management** | Grow with Google on Coursera
- **Certification: Design Thinking Specialisation** | Coursera (UVA Darden School of Business)
- **Certification: Design Thinking Guide** | Interaction Design Foundation

THOUGHT LEADERSHIP

- **Industry Panels:** Served as an expert panelist specialising in Decentralised Finance, Cryptocurrency, and Bitcoin at the *Standard Bank Anti-Financial Crime Conference Namibia 2025*.
- **Panelist:** Featured panelist on "Why Digital Transformations Succeed – and Why They Fail" at the ISACA Windhoek Chapter (2025), sharing perspective on leadership, culture and execution discipline in transformation delivery.
- **Keynote Speaker:** Delivered presentation on "Upskilling & Reskilling in the Age of AI" for the *Stellenbosch Business School Namibia Alumni Session* (2024).
- **Panelist:** Panelist and contributor for the launch of *Innovation Nation: White Paper on Design Thinking in Namibia* (2023).