



## Brian Stein, Managing Director

Brian founded Pervasive Path Consulting four years ago to help companies make the most out of mobile. Leveraging his 8 years of mobility experience, as well as his 18 year background in the management consulting field, Brian has helped clients envision, plan for, implement and launch mobile solutions for customer engagement and commerce, field service, mobile supply chain, and business process enablement.

In addition to his work at Pervasive Path, Brian is also teaches a course on Mobile and Digital Strategy at Kent State University's School of Digital Science, and previously taught a course on Mobile Banking Opportunity at the University of Wisconsin's Graduate School of Banking. Brian is also the President and co-Founder of Wheedle, a service which connects consumers who are looking to go out, with establishments who want to attract their business.

### Relevant Experience

- Led implementations of mobile banking projects at more than 40 major banks and credit unions across North America, including 10 of the top 25 institutions. Solutions enabled over 500 million SMS, mobile web and application transactions, allowing customers to view account balances, transaction history, transfer funds, pay bills and remotely deposit checks.
- Helped a Fortune 1000 CPG company define and mobilize the organization and capabilities to support development and maintenance of enterprise mobile initiatives on a worldwide basis. Selected an on-shore/off-shore hybrid staffing approach and defined required roles and responsibilities. Led team of vendors, architects and developers to define the reference architecture and build out technical capabilities for a repeatable development approach.
- Created mobile strategy and roadmap for a Fortune 50 insurance provider to identify and prioritize mobile initiatives across lines of business. Evaluated competitive landscape, organizational objectives and capabilities in order to determine prioritization and assessed complexity of implementation based on required integration with back-end systems.
- Provided mobile access to ERP within manufacturing facilities through a \$10M rollout of network infrastructure and wireless scanning equipment to 65 plants and warehouses across multiple countries.
- Deployed in-store access to product information and digital content for a major music retailer resulting in a 9% increase in sales conversions, leading to \$100M increase in revenue.

### Professional Experience

- **Pervasive Path Consulting, LLC**  
*Founder, Managing Director*

Cleveland, Ohio  
*May 2011 – Present*

- **Kent State University, School of Digital Sciences** Kent, Ohio  
Adjunct Professor January 2013 – Present
- **University of Wisconsin, Graduate School of Banking** Madison, WI  
Adjunct Professor August 2013 – August 2014
- **Attevo, Inc.** Cleveland, Ohio  
Director June 2009 – May 2011
- **PwC Advisory Services** (formerly Diamond Management Consultants, Inc.) Chicago, Illinois  
*Manager* *August 2000 – April 2009*
- **marchFIRST** (formerly Whittman-Hart, Inc.) Independence, Ohio  
*Manager* *September 1999 - July 2000*
- **Capgemini** (formerly Ernst & Young LLP) Cleveland, Ohio  
*Management Consultant* *May 1997 - August 1999*

## Education

- **Carnegie Mellon University** Pittsburgh, Pennsylvania
  - **Tepper School of Business, MBA** *May 2004*  
Concentrations: Strategy, Information Systems
  - **H. John Heinz III School of Public Policy & Management, MSPPM** *August 2004*  
Concentrations: Policy Analysis, Management
- **Case Western Reserve University, Bachelor's in Computer Engineering** Cleveland, Ohio  
Minor: English Composition *December 1997*

## Other Experience

- Promoter, Mobile Monday Cleveland, Cleveland, Ohio
- Entrepreneurship and Technology Strategy Mentor, Launch House, Shaker Heights, Ohio
- Client Advisory Committee, Technology Entrepreneurial Center of Hudson (TECHudson), Hudson, Ohio
- Executive Board Member, Gross Schechter Day School, Cleveland, Ohio
- Board Member, Jewish Education Center of Cleveland, Cleveland, Ohio
- Microsoft Certified Solution Developer (2001) and Certified Systems Engineer (1999)