

BRADLEY W. SMITH

PRODUCT & PLATFORM EXECUTIVE | DATA & ANALYTICS • AI • COMMERCIALIZATION

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EXECUTIVE PROFILE

Product and platform executive who builds, scales, and commercializes data-intensive products across enterprise and startup environments. Leadership spans product strategy, P&L and portfolio management, data acquisition and monetization, AI adoption, go-to-market, and zero-to-one development. Led a \$130M+ enterprise product portfolio, generated \$20M+ in incremental product revenue, managed a \$65M P&L, and is sole inventor on U.S. Patent 11,210,276 (assigned to Experian). Operates under FCRA, DPPA, CCPA, and comparable data-governance regimes. Currently President & CEO of Block Bridge, Inc., commercializing Trust Bridge—identity, chain-of-custody, and an event log counterparties use to bill and reconcile vehicle movement.

PROFESSIONAL EXPERIENCE

Block Bridge, Inc. | President & CEO

2025–Present

Founded and lead an automotive technology company developing trust and transaction infrastructure for automotive commerce. Own strategy, product vision, roadmap, commercialization, partnerships, and capital strategy.

- Defined the product vision for Trust Bridge: verify parties, keep PII off the public ledger, and maintain a shared event log of authorization and custody so dealers, auctions, and carriers can bill and reconcile against one record. Shipment fraud and identity verification are the market entry; settlement on accepted delivery is the next layer.
- Led zero-to-one development of Dealer, Auction, Transport, and Command Center prototypes covering digital identity, verifiable credentials, chain of custody, transaction verification, and auditability.
- Ran market discovery with dealers, auctions, transportation providers, financial institutions, technology companies, and industry organizations; built pricing, pilot structure, partnership model, and the business case for development priorities.

Experian Automotive | Vice President, Product Management

2014–2024

Led strategy and lifecycle management for a \$130M+ portfolio spanning market intelligence, credit, identity, vehicle history, and loyalty. Owned products from discovery through commercialization, sales enablement, operations, growth, and sunset.

- Built and led a product organization of 10 direct reports and cross-functional teams in engineering, data science, and analytics.
- Directed roadmaps and commercialization for OEM, lender, and aftermarket solutions; acquired, governed, and monetized DMV title and registration, OEM sales, and vehicle history data.
- Sole inventor on U.S. Patent 11,210,276 (assigned to Experian) for automated household vehicle-event detection; led the loyalty and event-measurement products used across OEM programs. Commercialized business-intelligence and credit products generating \$20M+ in incremental revenue.
- Championed generative AI across product, analytics, marketing, and client work. Negotiated global data-acquisition agreements and kept products compliant with FCRA, DPPA, CCPA, and internal governance. Negotiated a data-access and marketing agreement with Automotive News (2020); served as expert witness in *Braman Motors, Inc. v. BMW of North America, LLC* (2019).

UM Worldwide | Senior Vice President, Client Analytic Partner

2013–2014

Led analytics strategy for Nationwide, applying consumer, media, and performance data inside a \$300M+ media portfolio.

- Connected media investment to brand health, lead generation, consumer behavior, and sales outcomes; advised on measurement strategy and new analytical products.

R.L. Polk & Co. | Senior Director, Product Management

2010–2013

Recruited back to lead strategy, P&L, product management, and commercialization for a \$65M automotive analytics and market-intelligence portfolio. Directed a 60+ person organization across product, solution consulting, analytics, and development.

- Delivered 70% revenue and profit growth in the first year through portfolio strategy and expansion of loyalty and analytics solutions.
- Led loyalty, consumer-behavior, market-intelligence, and dealer-measurement products for GM, Toyota/Lexus, Honda/Acura, Volkswagen/Audi, Nissan/Infiniti, and other manufacturers.
- Public voice of the Polk Automotive Loyalty Awards; quoted by name in 2012–2013 OEM releases from American Honda, Hyundai Motor America, Volkswagen of America, Ford Motor Company, and Chrysler Group.

Automotive Lease Guide / DealerTrack | Senior Manager, Product Management

2009–2010

Led residual-value and consumer-pricing products and the integration of ALG assets into DealerTrack after acquisition.

- Launched a company-wide business-intelligence capability and Smart Buyer, a consumer-facing pricing product built on proprietary valuation data.

ADDITIONAL EXPERIENCE

R.L. Polk & Co. (first tenure) — Product Development, Solution Consulting & Analytics. Solution consulting and analytics for OEM and dealer clients; moved product development from waterfall to agile; built predictive analytical products.

Minacs — Director, Research & Business Development Services. Research, analytics, and business development for automotive OEM clients; turned customer and dealer performance data into retention and network strategies.

MSX International — Manager, Business Performance Analysis. Measurement frameworks for dealer network, incentive, customer-retention, and aftersales programs.

Cloud Hill Interactive — Founder. Web, database, and interactive-training company for financial and corporate clients; owned development and delivery.

United States Air Force — Special Vehicle Mechanic. Honorable discharge; National Defense Service Medal.

BOARD & INDUSTRY LEADERSHIP

Awakon Federal Credit Union — Supervisory Committee. Independent oversight of operations, internal controls, risk, technology, and management audits.

Indian River Golf Club — Director-elect. Elected 2026; three-year term begins January 2027.

Automotive Remarketing Alliance — AI Committee. Industry work on the application and implications of artificial intelligence in remarketing.

EDUCATION, CREDENTIALS & INTELLECTUAL PROPERTY

Education. M.S., Administration, Central Michigan University, 2012. B.S., Organization Administration, Central Michigan University, 2009, cum laude. Pragmatic Institute — Product Manager Certification.

Patent. U.S. 11,210,276 B1 — Database System for Automated Event Analysis and Detection. Sole inventor. Assigned to Experian Information Solutions, Inc.

Writing. Published automotive market studies and white papers on consumer loyalty, forecasting, market share, online shopping behavior, dealer loyalty, and data-driven growth.