

# KELLY O'GRADY

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## education

- 2016-2018 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**  
Master in Business Administration. Coursework in finance, change management, strategy and the political economy (at the Harvard Kennedy School). Executive producer and director for HBS Cabaret.
- 2009-2013 **HARVARD COLLEGE** **CAMBRIDGE, MA**  
Bachelor of Arts, *cum laude*, joint degree in Social Studies and East Asian Studies. High Honors in Senior Thesis on Chinese politics. President of Harvard Women in Business and Harvard Television. On-air host for campus TV show.

## experience

- 2020-present **DOT.LA** **LOS ANGELES, CA**  
**Chief On-Air Correspondent & Host and Head of Video**
- Frequent contributor on tech, media and corporate earnings for national business outlets (e.g., Yahoo Finance)
  - Guest anchor and co-produce tech specials for Spectrum News 1, like *A Year of COVID: What Happens Next?*
  - Appear on weekly segment on Spectrum News 1 analyzing the latest tech and media headlines
  - Design, script and execute digital programming, including *dot.LA Explains* and founder interview spotlights
  - Anchored dot.LA summit and interviewed key industry leaders, including the CEO of Hello Sunshine
  - Regular columnist, authoring thought pieces on DTC streaming trends and tech's influence on media
  - Develop the holistic video content and distribution strategy for digital media outlet
  - Invited to host and moderate a range of events, including the International Women's Entrepreneurship Symposium and E-Commerce Week in Los Angeles
- 2019-2020 **NESN'S DIRTY WATER MEDIA** **BOSTON, MA**  
**On-Air Host and Reporter for Dirty Water TV**
- Sourced and reported on New England sporting, entertainment and charity events
  - Hosted show episodes and interviewed area personalities like Greg Hill and Lenny DiNardo
  - Wrote travel pieces for website, highlighting interesting events, restaurants and lounges outside New England
- 2018-2020 **MISS MASSACHUSETTS USA** **BOSTON, MA**
- Won Miss Massachusetts USA 2019 and competed at Miss USA
  - Served as brand ambassador, hosting and speaking at range of sporting, entertainment and charity events
  - Created women's empowerment organization "Here to Slay," to support those seeking success in male-dominated industries – host events, social media lives and create videos to engage following
- 2018-2020 **MCKINSEY & COMPANY** **BOSTON, MA**  
**Associate, Management Consultant**
- Traveled the world, developing and cultivating relationships with a diverse range of individuals, and advising CEOs and top industry managers on their most pressing business challenges and strategic initiatives
  - Developed a range of critical strategies for clients, including designing an executive training on facilitating corporate crises and building a remote financial services arm for a Fortune 100 company
- 2013-2016 **THE WALT DISNEY COMPANY** **LOS ANGELES, CA**  
**Senior Analyst, Corporate Strategy and Business Development**
- Designed direct to consumer expansion opportunities and operating strategies for new business initiatives, including Disney+, ESPN+, short-form video efforts and consumer data personalization
  - Evaluated and created financial models for M&A transactions ranging from \$5 mil – \$3 bil
  - Worked one-on-one with C-Suite leadership to create ten year plan to adapt to the transitioning media landscape
- community** Volunteer with StepUp and The Special Olympics. Boston University Academy Alumni Board member.
- personal** Trained Latin Ballroom dancer and figure skater. Avid podcaster. Huge Boston sports fan.