

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 tech & media contributor on national business outlets, including Cheddar and Yahoo Finance
- Appear on weekly segment on Spectrum News 1 SoCal analyzing the latest tech 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 in Reno 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.