



## Rachael McBrearty

### Senior Director, Creative Design, Innovations Practice Internet Business Solutions Group

Rachael McBrearty is director and group leader of the Cisco Internet Business Solutions Group (IBSG) Creative Design Practice. She is responsible for thought leadership in the area of digital design and for working with IBSG's clients to shape the user experience with product, software, and environments.

Prior to Cisco, McBrearty was vice president of creative strategy at IconNicholson LLC, the New York office of LB Icon. Offering a rare blend of creative and operational skills, she focused on providing strategic guidance to the global top 1000 companies on how to take advantage of technology to create compelling user experiences.

McBrearty began working with radio-frequency identification (RFID) in 2000 as the creative lead for the in-store technology for Prada's flagship store. Seeing the tremendous potential for item-level tagging in retail, she helped IconNicholson build its extended Internet offering, winning groundbreaking projects and establishing the company as one of the premier RFID service agencies. IconNicholson received considerable attention with the unveiling of McBrearty's RFID "Magic Mirror" and social retailing concepts at Bloomingdales.

In addition to her professional experience, McBrearty is chief creative officer of the RFID Business Association. She has authored numerous articles and white papers, participates on discussion panels, and speaks publicly on matters relating to how technology impacts customer experience. McBrearty has a Bachelor of Fine Arts in graphic design, summa cum laude from the State University of New York at New Paltz and was adjunct professor of computer-aided graphic design.



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