



Bradley K. Hunt – Principal, WHY Group, LLC

WHY Group, LLC is a management consulting practice based in San Antonio that focuses heavily on organizational development. We are involved in diverse range of engagements with clients ranging in size from single digit start-ups through employment base over 25,000. This includes public, private, non-profit, Academe, and Government clients.

Professional Expertise/Services

WHY Group consists of four key providers who are in turn connected to a larger network for cross referrals in a wide variety of consulting disciplines. In addition to my (Brad's) credentials in H.R., Project Management, Lean and Stakeholder based coaching – my colleagues include a CPA, a Master Life Coach and a Licensed Professional Counselor (LPC) who has 30 years of experience in clinical psycho-therapy. My personal background is diverse including 11 years at Motorola in R&D, Application Engineering, Manufacturing and Strategic Planning. Motorola graciously allowed me to dabble in training and consulting while doing my "day job" and I was able to work with a wide variety of Motorola customers and suppliers in various capacities including Ford, Honda, John Deere, Cadillac, Cummins, Detroit Diesel, G.E., Lojack, Chrysler, Toshiba, Hewlett-Packard in addition to working with different divisions within Motorola. This background helped me build a strong base in a wide variety of disciplines that was also attuned to the cultural differences that can exist between organizations.

The second wave of my career involved working in an S-corp conglomerate which afforded opportunity to have even more variety. The advantages of having an ownership group literally down the hall meant any decision could be discussed and decided at lunchtime. As a V.P. within two different S-corp holdings, I oversaw a very wide variety of functions including R&D, Purchasing/Materials, Logistics, HSE, Private Label Sales, M&A work and others. In 2000, the ownership allowed us to start a consulting practice with an integrated blend of I.T. (Web & Back-office) services coupled with general consulting and training. I served as the General Manager of that start-up. In 2004 the family that owned the various S-corps began a divestiture strategy due to both economic as well as internal family tragedy. I was allowed to keep the brand and book of work we had built and my practice, eMavericks, merged with three other consultants into what is now know as WHY Group, LLC.

Our primary role with clients usually begins as organizational development experts involved in various capacities of leadership development, succession planning, executive coaching, training in various key disciplines, corporate university design and other aspects of Human Capital Strategy. This dovetails directly into executive team building, holistic strategic planning and with our smaller clients, we generally come along sided the senior leadership/ownership and function as confidants and advisers in many aspects of their business. The majority of our work is in South Texas but we have worked all over the state as well as engagements sprinkled throughout the U.S., Canada and even Africa.

Recent Assignments

- Microsoft – Training and orientation on Theory of Constraints in Project Management for the Microsoft Business Strategy conference in San Antonio
- Ongoing relationship (4th year) of Executive Leadership Program for the senior Executives for the City of San Antonio. This program contains a 360 tool. This program is a blend of cohort learning coupled with one-on-one executive coaching over a 6 month period. Additional programs are run by WHY Group for mid-management and for first level supervision.
- Leadership Development programs for Pape-Dawson Engineering – largest engineering services firm in San Antonio.
- Leadership Development for Padgett-Stratemann & Co. Second largest public accounting firm in South Texas.
- Leadership Development project for ENTrigue Surgical building a more cohesive team in R&D and Quality for a fast growing medical device company.
- Ongoing client/advisory relationship with Whataburger. \$1B+ quick service restaurant chain operation in 10 states with employment base of ~\$25,000
- Ongoing relationship ad hoc with University of Texas at Austin – Business Development Office.
- Multiple presentations and keynotes for local societies and conferences. Many of these are done pro-bono as part of a growth strategy or else as a way to give back to the community.
- Facilitator for local cross functional task force for Project Quest (a local workforce development organization that has been held up as a best-in-class model on the national level).
- Facilitator for San Antonio's Convention & Visitors Commission planning retreat.

Education and Professional Affiliations

- B.S. Electrical Engineering – University of Illinois – Champaign/Urbana, IL
- Dual Masters (MBA & M.S. Management) – Purdue University – W.Lafayette, IN
- Project Management Professional, Senior Professional in Human Resources, Certified Lean Practitioner, Certified Stakeholder Coach (Marshall Goldsmith model)
- Working familiarity with MBTI, DiSC, DISC, FIRO-B, StrengthsFinder, Motivated Abilities Pattern, and other psychometric tools.

- Extensive community involvement as board member/advisory roles with: University of Texas (Austin and San Antonio), Alamo Colleges, Greater Chamber of Commerce, North Chamber of Commerce, multiple non-profits/NGO's, several businesses.

Contact Information

WHY Group, LLC
11120 Wurzbach, Ste 305
San Antonio, TX 78230

www.whyllc.com
O: 210.696.3000
F: 210.696.3080

bhunt@whyllc.com
bradleykhunt@gmail.com
M: 210.394.4064