



CDO CLUB

CDO Club Names Starbucks Coffee Company's Adam Brotman U.S. Chief Digital Officer of the Year 2015

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NEW YORK, April 29, 2015 /PRNewswire/ -- CDO Club, the world's first and largest community of C-suite digital leaders, with over 1,000 members, today named Adam Brotman, Starbucks Coffee Company's Chief Digital Officer, the 2015 U.S. Chief Digital Officer of the Year.

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Brotman was named the recipient of the award during CDO Club founder David Mathison's keynote presentation, "*Hall of Fame: CDOs Who Have Become CEO and Board Directors*," at the 3rd annual [CDO Summit](#), sponsored by Capgemini, on Wednesday, April 29, 2015, and hosted at Thomson Reuters in New York City.

Brotman joined Starbucks in April 2009, and under his leadership the company has become a leader in mobile payments, with more than 18% of its U.S. store transactions occurring via mobile. Additionally, the company processes more than 8 million mobile payments per week.

Brotman also led the team responsible for piloting Starbucks Mobile Order & Pay in 2014, a mobile ordering feature integrated within the Starbucks app that allows customers to place their order as well as pay for their food and beverage items in advance of visiting their store. The feature has been rolled out in 650 locations in the Pacific Northwest.

The program has resulted in Goldman Sachs choosing Starbucks Corporation as its "top pick in restaurants," reported the *Wall Street Journal*.

Brotman previously served as Starbucks senior vice president and general manager of Digital Ventures, where he led the enterprise digital platform strategy, roadmap, and delivery for core Web and mobile offerings, including the Starbucks Digital Network, Wi-Fi, StarbucksStore.com, Starbucks mobile apps, and Starbucks.com.

Before joining Starbucks, Brotman was CEO at Barefoot Yoga Company, a Seattle-based e-commerce company. He served as senior vice president at the digital image licensing and e-commerce company Corbis, and founded PlayNetwork, Inc., a leading provider of in-store digital media and entertainment services for businesses worldwide.

"With this award," Mathison remarked, "we recognize Adam's leadership skills and exemplary accomplishments, specifically:

1. Tenure: Over 6 years at Starbucks in increasingly critical roles;
2. Team player: Adam collaborates well with his peers across the C-suite, specifically with the CIO and CMO;
3. Mentor: He is a coach and mentor not only to his team, but also to CDOs everywhere;
4. Achievements: Adam has had numerous successful, enterprise-wide launches;
5. Strategy and Board service: We also recognize Adam for serving on the Board of Directors for the Neiman Marcus Group."

Mathison continued, "Adam is an inspiration, and we're proud to select him as U.S. CDO of the Year 2015."

This is the third CDO of the Year award given in the U.S. by the CDO Club.

The first-ever CDO of the Year award was bestowed in February 2013 on Teddy Goff, who served as Digital Director at Obama for America in 2008 and 2012.

The second award was given in April 2014 to Rachael S. Haot, former Chief Digital Officer of New York City in Mayor Michael Bloomberg's administration, and currently serving as Chief Digital Officer of New York State in Governor Andrew Cuomo's administration.

About the CDO Club

The CDO Club is the world's first and largest community of C-suite digital leaders. We provide our 1,000+ members with breaking news, original research, career development support, networking opportunities, and inspirational events, such as the CDO Summit. More: <http://CDOClub.com>

About the CDO Summit

The CDO Summit addresses the challenges and opportunities arising from Big Data, the cloud, digital disruption, and social and mobile media. Our gatherings include some of the best digital strategists and practitioners on earth, in intimate, collegial, and supportive environments designed to encourage networking, learning, and knowledge-sharing. More: <http://CDOSummit.com>

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