

SANFORD "SANDY" BRAWLEY



**President
GameChanger Innovation Consultants**

Sandy Brawley is the president of Alameda, Calif.-based GameChanger Innovation Consultants. GameChanger Innovation Consultants helps companies develop and implement disruptive innovation and growth strategies. The GameChanger process is unique in that it combines fast and flexible entrepreneurial techniques with big company skills and knowledge to drive more impactful, cost-effective growth and innovation. The company builds innovation pipelines, real time co-creation in product development, and a process to go deep with consumers.

Brawley spent 30 years with the Clorox Company, holding 14 different sales and innovation positions with company during his career. Those positions included: national sales manager; director sales planning, new products; managed strategic customer relationships; leadership team, new ventures; lead the automotive industry redesign work for AAIA, and a member of the corporate re-engineering team.

In Clorox new ventures, Brawley supported corporate acquisitions , lead open innovation process with customers, conducted world-wide search process for new innovation, developed joint ventures globally, to vacillate product differentiation and find more ideas, helped smaller companies manage their business through start-up phase, and consulted for business owners to increase the success of their businesses.

A Vietnam War veteran, Brawley attended the University of Maryland. Among his volunteer work, he was the district chair for the Boy Scouts of America, city of Oakland, Calif. Brawley received several awards during his career in the automotive aftermarket, including AAIA Automotive Executive of the Year, and was a recipient of the Northwood University Automotive Aftermarket Education Award.