

## Bradford (Brad) Fitch

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### SUMMARY

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Designer and builder of space planning software. Shipped a two-product B2B platform used by enterprise real estate teams to program offices and plan portfolios, from user research through production code. Five years in workplace strategy for Fortune 500 occupiers at CBRE and Colliers, the work these tools exist to support.

### WORK EXPERIENCE

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#### Pokydo ([www.pokydo.com](http://www.pokydo.com))

Seattle, WA

Founder & CEO

June 2023 – Present

- Built and shipped a two-product B2B SaaS platform: space programming, in market since 2024, and portfolio strategy and space management, launched in 2026 as a lighter alternative to enterprise IWMS.
- Designed the Agile Programming Editor with a national design firm customer, replacing a multi-page preset-driven flow with one modular page where planners build scenarios as they go. The firm programmed 6 of its 16 offices in the two months after launch.
- Collaborated with customers to find the right balance of AI integration in the tool, arriving at an interface where planners can choose how prominent a role AI plays.
- Ran recurring working sessions with customers on how they planned outside the product, turned the gaps into designs, validated them with those users, then released them to the full base, where several became core.
- Signed a 17,000-person Fortune 500 life sciences company, a national design firm, and smaller occupiers, a customer base that has programmed 40 offices and generated \$187K in 2025 revenue.

#### Colliers International, Workplace Advisory

Seattle, WA

Director

April 2021 – May 2023

- Led workplace strategy engagements for Fortune 500 occupiers, managing teams of 3 strategists.
- Collaborated with HR, IT, and Real Estate leaders to develop integrated workplace and employee experience programs.
- Architected the Hybrid Accelerator, taking a productized service offering from concept through GTM.
- Built data & analytics capabilities from the ground up, establishing governance, benchmarking, and automation to streamline analysis.

#### CBRE, Workplace Strategy

Seattle, WA & Atlanta, GA

Senior Strategist

January 2020 – March 2021

Strategist

January 2018 – December 2019

- Ran quantitative and qualitative research (survey, utilization, and space analysis; C-suite interviews and focus groups) and presented recommendations to executive audiences.
- Facilitated change management for companies transitioning to desk sharing, guiding them from initial planning through day 1 in the new office.
- Created custom Power BI and Tableau dashboards from survey, occupancy supply/demand, badge, and meeting reservation data.

#### Tokyo Fosho

Atlanta, GA

Founder of an animation studio

July 2016 – December 2020

- Designed original characters and shipped them as animated iMessage sticker packs, character merchandise, and a series of animated shorts.

### EDUCATION

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#### Emory University, Goizueta Business School

Atlanta, GA

BBA: Real Estate, Marketing, and Strategy/Management Consulting

May 2017

#### The Web Developer Bootcamp, Full-Stack Web Development (Udemy)

September 2023

### ADDITIONAL INFORMATION

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**Design:** Photoshop, Illustrator, InDesign, wireframing, prototyping, design patterns and UX standards

**Technical:** HTML/CSS, JavaScript, AJAX, Node.js, MongoDB, SQL, Python, AI APIs, Claude Code + Design

**Domain:** Space programming, occupancy planning, portfolio strategy, restacking, utilization analysis