



## Patrice Bradley

CEO + Creative Director  
Swim Creative

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Patrice is equal parts artist and entrepreneur with an innate sense of creative strategy and a gift for connecting with people. She grew up in Minneapolis, but Duluth is her chosen home.

Patrice founded Swim Creative in 2006 with a commitment to producing the most outstanding work in the region, and she surrounds herself with the best and the brightest. By infusing strategy and creativity, she has led Swim to produce award-winning work for clients in virtually every category.

# SWIM

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# Data and creativity form a band. Who plays lead?

Analytics, metrics and research can provide killer insight. But data alone doesn't move your company forward. There is something fundamental about the business world that hasn't changed. Not in a hundred years. Not in a thousand years. Not ever. As valuable as data is, as transformative as the digital revolution has been — creativity still matters. According to Patrice Bradley, the co-founder, CEO and Creative Director of Swim Creative, an award-winning branding and advertising firm in Duluth, MN, creativity is the most important thing a business can cultivate. She will prove this argument through data, statistics and real-world examples. And yes, she sees the irony in that.



There is nothing better than to have a speaker motivate the group to understand their focus and see actual results of the Swim Creative process. Patrice's energy and excitement about the work Swim Creative has done in the past really enlightened the group on the value of good content in addition to good data.

– Barbara Carr, Executive Director Aitkin County Growth