

Mimi Brooks
Chief Executive Officer
Logical Design Solutions

Mimi Brooks is CEO of Logical Design Solutions (LDS), a consulting firm that envisions and designs enterprise digital solutions. Since founding the company in 1990, she has led LDS to become a recognized brand among the technology-focused management consultancies, and the trusted partner to Fortune 500 business clients.

LDS' solutions are used by global organizations in all industries – and by people in challenging work environments with diverse needs, interests, and expectations. In these inside-the-enterprise contexts, LDS is considered a best-of-breed consultancy with deep expertise and a 25-year commitment to experience design and innovation. Brooks has spoken at dozens of industry conferences and often keynotes Conference Board events. Most recently Mimi presented to executives attending the Conference Board Organizational Design Conference in New York City. She also addressed The Conference Board Innovation Masterclass in Atlanta, where she presented to executives that lead R&D and Innovation for some the world's largest companies.

Brooks is a former AT&T executive with a career-spanning focus on organizational design, technology-driven business transformation, and research on the changing behaviors of business users. She is a frequent speaker at seminars and conferences, and is an author on topics such as digital business strategy, omni-channel experience design, and the governance and sustainability of global, digital programs.

