

Brad Wilkins, Ph.D.
Founder & Principle, W124°
Scientific Advisory Board Chairman & Amp Human Executive

Dr. Wilkins' mission is to explore physiological boundaries, in pursuit of human limits. A scientist and leading expert in exercise and sport physiology, Brad's passion lies in understanding and dissecting the barriers to human performance (either real or perceived) and creating innovative solutions to push the boundaries of what's possible. Brad is a creative and critical thinker, pursuing answers to right questions and not simply the easy or most obvious questions.

Dr. Wilkins is a leader at the intersection of science and business. Receiving his Ph.D. from the University of Oregon and training as a post-doctoral fellow at the Mayo Clinic, Dr. Wilkins has over 20 years of scientific research experience with over 40 published scientific articles and patents. For the last decade, Brad was an accomplished scientist at Nike, holding numerous scientific leadership positions. Dr. Wilkins founded the Nike+ Sport Performance Laboratory, translating innovative science at the forefront of wearable digital technology development. More recently, Brad led a scientific team at Nike to create the circumstances that enables a sub 2-hour marathon (Breaking2), leading a creative and integrated strategy to attempt one of the greatest endeavors in human endurance performance. Brads entrepreneurial aspirations led to his founding W124°; a consultancy with the aim of exploring, translating, and applying insights gleaned from scientific research to innovations and strategies that push the boundaries of human performance.

Brad Joins the Amp Human team as the Director of Human Performance and Chairman of the Scientific Advisory Board to lead a robust scientific strategy and explore big problems in athlete performance.

