

THOMAS J. STRODEL

DIGITAL MEDIA EXECUTIVE – BRANDED CONTENT

SUMMARY

Innovative client-facing, account-savvy leader, with a pioneering combination of strategic, creative, and entrepreneurial successes. An expert in building high-performance teams to create innovative, entertaining, and commercially driven opportunities for brands, across multiple platforms and channels.

QUICK STATS

Engagements
1000+ companies

Management
Supervised over 100 professionals

Reach
Millions of impressions

AREAS OF EXPERTISE

- Expert in uncovering and creating data-driven branded content, entertainment and brand partner opportunities across all platforms (digital, broadcast, OTT, print) and channels; engaging target audiences and delivering quantifiable business results
- Experienced in responding to RFP's, with an integrated strategic marketing, production, and distribution approach
- Accomplished in developing sponsorships, trade-outs, and in-kind service engagements
- Skilled in brand management, brand DNA, and brand standards
- Showrunning, producing, directing, scripting, pitching, selling, and promotion of original series, talent, and formats
- Broad content, SEO, SEM, and social media strategy, CMS, analytics, CRM, and e-commerce experience
- Proven negotiator and closer on hundreds of successful deals
- Expert at forging and leading successful collaborations with cross-office/cross-discipline departments and external production teams, running multiple, simultaneous projects
- Leader in identifying and implementing collaborative process improvements and inspiring teams to meet and surpass delivery goals, in performance driven, fast-paced environments.
- Business development, contract negotiations, content licensing, clearances, and legal
- Excellent project management skills
- Fiscal management / P&L accountability
- Assertive, friendly, with strong communication and presentation skills
- Experience in the US and International marketplace
- Entrepreneurially focused

DIGITAL EXPERIENCE (selected projects and roles)

Showrunner/EP	Lunch on Us	Facebook	Impressions: 500,000+
Showrunner/EP	A Great Day to Tell a Story	Facebook	Impressions: 500,000+
Showrunner/EP	How'd They Do That? (4X5)	Hearst: Car and Driver	Impressions: 5m+

Executive Producer and Director, 24fps Productions

- Sold and created best-in-class commercial spots, PSA's, proof of concept videos, sizzle reels, and more, for agencies and client partners, yielding millions of impressions, increased market share, and revenue.
- Clients included: American Heart Association, AMEX, Facebook, NFL, NBA, Verizon, and others.

Consulting CCO and COO | Confidential OTT Startup

- Developed minimum viable product into a world class OTT streaming media platform
- Oversaw content acquisition strategy and execution
- Developed monetization plan and strategy, including SVOD, TVOD, and AVOD
- Participated in rounds of financing
- Recruited and lead teams for content acquisition, production, marketing, and social media engagement
- Worked with technical partners to ensure efficient development.

Founder and Executive Producer | Tripphoria

- Founder of Tripphoria, an interactive agency focusing on travel targeted services, including branding, social media campaigns, web and mobile development, strategy and planning, sales tools, and paid media
- Developed several projects, increasing engagement and market share across several platforms.

Marketing Consultant / ValsTech

• Developed the brand identity, messaging, story, and marketing vertical, for first of its kind underwater smartphone housing • Managed marketing programs driving 80-95% of customer acquisition, resulting in a 600% increase in sales over a 5 month period • Worked with principals to refine financial pitch deck for first round of investing • Developed reseller relationships and agreements for worldwide channel-based retail, and online sales resulting in the addition of 20 new outlets • Projects included: product branding and identity, Kickstarter campaign, Shopify based e-commerce site, product photography, marketing materials (including overseas sourcing), and two trade show launches: DEMA/Orlando (with 10,000 participants) and Boot Düsseldorf/Düsseldorf, Germany (with over 250,000 attendees)

Director of Interactive Production / Jack Morton Worldwide (Interpublic Group of Companies, Inc.)

• Responsible for the development, integration, growth, sales, and management of a full service interactive department • Supported sales effort by identifying opportunities with existing accounts, attending and conducting capabilities presentations, developing and pitching solutions to clients • Lead team in generating and delivering on over \$5 million in sales, a 900% increase • Hired and managed staff of 10, and multiple freelance resources responsible for several concurrent, cross office, and cross discipline projects • Developed and executed sales and marketing materials to build the department’s brand internally and externally • Mentored and oversaw the career growth, training, and development of staff • Clients included: Aetna US, British Airways, Chase Manhattan, CNBC, Deloitte & Touche, Lifetime TV, NBC, Pfizer, KPMG, PaineWebber, Cushman & Wakefield, PricewaterhouseCoopers, and others.

Producer / Grey Advertising e-Marketing

• Developed vision, strategy, and requirements for an interactive production division • Produced marketing websites for clients including: Chase Manhattan Bank, Seagram Company, LTD., Sprint, and others

Producer / Time Warner Interactive

• Oversaw a 56-person bi-coastal staff in the production of web-based applications for the RoadRunner service, interactive television programs for The Full Service Network (FSN), and commercial multimedia titles • Developed production budgets, marketing strategies, and cost/benefit assessments • Hired and managed multiple production teams • Projects included: The Virtual Garden, The Baby Book–Online, Bartlett’s Familiar Quotations, Best Buys TV, and the award winning, The Baby Book

TELEVISION EXPERIENCE

Co-Executive Producer	Doomsday Preppers (6X60)	National Geographic Channel
Showrunner	Ghost Adventures (13X30)	Travel Channel
Creator/Showrunner	On a Single Breath (1X60)	National Geographic/Rush HD
Creator/Showrunner	FreeFlight (1X30)	National Geographic/Rush HD
Executive Producer	The Katie Brown Workshop (59X60)	PBS
Series Creator/Executive Producer	Any Given Latitude (13X30)	Fine Living
Producer	The Flay List	Food Network
Senior Producer	You Only Live Once (2X60)	Travel Channel
Supervising Producer	American Hustlers (2X30)	Travel Channel
Segment Producer	Hot off the Grill with Bobby Flay	Food Network

EDUCATION

Leonard N. Stern School of Business, New York University School of Continuing Education
Certificate Programs in Corporate Finance, Principles of Management and Organization, Supervising, and Marketing Principles and Practices

S.I. Newhouse School of Public Communications, Syracuse University
Masters of Science in Television, Radio, and Film Production

State University of New York
Bachelor of Science in Environmental Studies

Long Island University
Associates Degree in Biology/Marine Science