

THOMAS J. STRODEL

DIGITAL MEDIA EXECUTIVE – FOOD AND LIFESTYLE DEVELOPMENT

SUMMARY

Thomas Strodel is a creative and results-oriented media professional with demonstrated successes across digital, OTT, social, broadcast, commercial, and branded content channels. From development to programming, to the hands-on production of hundreds of hours of critically-acclaimed prime-time food, travel, and lifestyle programming for the Travel Channel, National Geographic, PBS, and others, Tom's production background gives him unique experience in identifying marketable characters and stories, delivering compelling and engaging entertainment to audiences in the food and lifestyle genres.

QUICK STATS

Food, Travel and Lifestyle content produced in: 36 countries

Content Specialties

FOOD | LIFESTYLE | TRAVEL

Reach

Millions of impressions

Management

Supervised over 100 professionals

Value

Generated over 10m in sales

AREAS OF EXPERTISE

- Extensive food, travel, and lifestyle industry experience, with an active database representing thousands of senior-level client and agency relationships
- Producing, directing, scripting, promoting, and launching compelling content including: series and one-offs, web sites, and apps; across broadcast, digital, commercial, and OTT platforms
- Original series, talent, and format creation, development, pitching, and sales
- Expert in creating branded content across Digital, OTT, and Broadcast platforms, engaging target audience and delivering quantifiable results
- Proven track record in digital marketing, production, and publishing
- Broad content, SEO, SEM, and social media strategy, CMS, analytics, CRM, and e-commerce experience
- Expert at forging and leading enthusiastic 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.
- Excellent project management skills
- Business development, contract negotiations, content licensing, clearances, and legal
- Fiscal management / P&L accountability
- Assertive, friendly, with strong communication and presentation skills
- 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+
Showrunner/EP	Health Soup (4X5)	Veria Living (Z Living)	Impressions: 250,000+

Consultant / Fine Cooking

• Created a comprehensive video strategy for Fine Cooking, one of Taunton Press's premiere publications. The engagement included: • Discovery phase, including; existing collateral inventory and ROI performance assessment • KPI and SWOT analysis, SEO and Social performance audit • Television series contract analysis • over 20 hours of internal and external interviews • and a Solutions phase with the development of

more than 15 custom solutions including a shift to content focus, branding, OTT, and an initial 12 Editorial Franchises.

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, in under 2 years, increasing engagement and market share

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 closely with the technical partners to ensure efficient development

Director of Interactive Production | The Jack Morton Company

- 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, Lucent Technologies, NBC, Pfizer Pharmaceuticals, KPMG, PaineWebber, Cushman & Wakefield, PricewaterhouseCoopers, Pharmacia & Upjohn, and others

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
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