

# THOMAS J. STRODEL

DIGITAL MEDIA EXECUTIVE – TRAVEL BUSINESS

## SUMMARY

Innovative client-facing, account-savvy digital media professional with demonstrated success increasing engagement (impressions, memberships, subscriptions), market share, revenue, and profitability, across digital, broadcast, social, advertising, and branded content channels in key travel and travel-related sectors.

## QUICK STATS

**Travel-Related Branded Content Deals** (in over 36 countries)

Airlines: 15+ | Hotels: 50+ | Tourism Boards 24+

### Reach

Millions of impressions

### Management

Supervised over 100 professionals

### Value

Generated over 10m in sales

### Travel Trade Organizations

TravMedia, The Adventure Travel Trade Association (ATTA), New York Travel Writers' Association (NYTWA)

## AREAS OF EXPERTISE

- Extensive travel industry experience, with an active database representing thousands of senior-level client and agency relationships
- Expert in uncovering and creating new business opportunities and data-driven branded content across Digital, OTT, and Broadcast platforms, engaging target audience and delivering quantifiable business results.
- Proven negotiator and closer on hundreds of successful B2B deals
- Skilled in brand management, brand DNA, and brand standards
- Original series, talent, and format creation, development, pitching, and sales
- Broad content, SEO, SEM, and social media strategy, CMS, analytics, CRM, and e-commerce experience
- Expert 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.
- Excellent project management skills
- Skilled in 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	How'd They Do That? (4X5)	Hearst: Car and Driver	Impressions: 5 m+
Showrunner/EP	Health Soup (4X5)	Veria Living (Z Living)	Impressions: 250,000+
Showrunner/EP	Cocoa Fab (20X5)	Cocoa Media Group	Impressions: 150,000+

### Executive Producer/Creator | Tripphoria

- Creator 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
- Secured over 20 clients to date, developing more than 30 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

*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 / 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

**OTHER WORK AND EXPERIENCE**

Director and Producer	Commercials (20), Music videos (2), Corporate productions (18)
Writer	Published trade articles (15+)

**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*