

THOMAS J. STRODEL

PROGRAMMING AND DEVELOPMENT EXECUTIVE

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 programming for the Travel Channel, National Geographic, PBS; and groundbreaking digital content for Hearst, Car and Driver, and others, Tom's production background gives him unique experience in identifying marketable characters and stories, delivering compelling, engaging, and profitable entertainment to audiences across several genres and platforms.

QUICK STATS

Content Specialties

TRAVEL | LIFESTYLE | FOOD | AUTO | PHARMA

<i>Reach</i>	<i>Management</i>	<i>Value</i>
Millions of impressions	Supervised over 100 professionals	Generated over 10m in sales

AREAS OF EXPERTISE

- Extensive industry experience, with an active database representing thousands of senior-level client and agency relationships
- Original series, talent, and format creation, development, pitching, and sales
- Showrunning, producing, directing, scripting, promoting, and launching compelling content including: series and one-offs, web sites, and apps; across broadcast, digital, commercial, and OTT platforms
- 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

DEVELOPMENT EXPERIENCE

24fps Productions | Director of Development/Executive Producer

- Oversee and lead the development slate and production for a full-service New York City based production company
- Identify trends, develop and pitch original show concepts and scalable formats in many genres across multiple platforms including television, commercial, and digital
- Create sizzle reels, character and casting tapes, and presentation materials in support of original show ideas and the overall sales process
- Pursue new and existing talent
- Maintain strong relationships with network executives, agents, producers, and crew
- Negotiate exclusivity, shopping, and show sales agreements with talent, agents, and third-party production companies
- Negotiate and oversee project budgets
- Create opportunities for branded content, brand integration, trade-outs, and sponsorships
- Serve as Showrunner/Co-Executive Producer/Executive Producer on greenlit productions
- Liaison with network executives in Programming, Development, Production, ad-sales, marketing, and research
- Attend markets and festivals
- Serve as panelist at trade conferences

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

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+

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

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

OTHER WORK AND EXPERIENCE

Director and Producer	Commercials (20), Music videos (2), Corporate productions (18)
Writer	Published trade articles (15+)
Speaker	Speaker and Panelist at trade events (5)

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