

# TOM STRODEL

EXECUTIVE PRODUCER

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## PROFILE

A storyteller, dedicated to the craft of bringing real stories to life, Tom oversees diverse and cross-functional teams of creative and technical professionals producing engaging, entertaining, and informative content. As a leader, he offers a broad experience achieving strategic organizational objectives for networks, start-ups, and nonprofits. Career highlights include creating over 200 hours of critically-acclaimed programming as an executive producer, showrunner, and director for the Travel Channel, Discovery, National Geographic, Animal Planet, Food Network, PBS, and more, and developing, selling and creating the best-in-class commercial spots, PSAs, proof-of-concept videos, and sizzle reels with millions of impressions for the American Heart Association, AMEX, Verizon, Facebook, NFL, NBA, and many others. Tom thrives in inclusive environments and remain adaptable in ever-evolving scenarios. His experience as an entrepreneur has taught him to maximize every available resource to succeed.

## EXPERIENCE

### 24FP PRODUCTIONS

*Director of Development, Executive Producer, Showrunner | 2001 - PRESENT*

Oversee, supervise, and lead the development slate, production, and post-production for a full-service New York City based production company.

- Created, Developed and/or Produced over 200 hours of non-fiction primetime network television for Discovery, Animal Planet, Travel Channel, Food Network, History Channel, National Geographic, FLN, PBS, RushHD, Metro-TV, Veria Living, ABC, NBC, CBS, Cablevision, ESPN, MTV, and others.
- Identify trends, develop and pitch original show concepts and scalable formats in several genres across multiple platforms including television, commercial, and digital
- Negotiate exclusivity, shopping, and production sales agreements with talent, agents, and third-party production companies
- Develop relationships with network executives, agents, producers, and crew
- Create opportunities for branded content, brand integration, trade-outs, and sponsorships
- 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 strong revenue ROI. Clients included: American Heart Association, AMEX, Facebook, Hearst, NFL, NBA, Verizon, and many others

### MY ENTERTAINMENT

*Development Consultant, Executive Producer | 2016 - PRESENT*

Content consultant focused on the production, development, and strategy for broadcast, cable, and streamers

- Developed and shaped ideas, wrote, and designed pitch decks, cast, directed, and produced presentations, pilots, sizzle, and character reels, across several platforms and genres.

### TRIPPHORIA

*Founder and Executive Producer | 2016 - PRESENT*

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** • **Secured over 20 clients to date, developing more than 30 projects, in under 2 years, increasing engagement and market share.**

### CONFIDENTIAL OTT START-UP

*Consulting CCO and COO | 2016 - 2017*

Developed minimum viable product 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.

### VALSTECH

*Marketing and Investment Consultant | 2015 - 2017*

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)

**JACK MORTON WORLDWIDE** (Interpublic Group of Companies, Inc.)

*Director of Interactive Production | 2000 - 2003*

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 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, NBC, CNBC, Deloitte & Touche, Lifetime TV, Lucent Technologies, Pfizer Pharmaceuticals, KPMG, PaineWebber, Cushman & Wakefield, PricewaterhouseCoopers, Pharmacia & Upjohn, and others

**GREY ADVERTISING E-MARKETING**

*Producer | DATES*

• 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

**TIME WARNER INTERACTIVE**

*Producer | DATES*

• 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

**EDUCATION**

**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*

**SKILLS**

• Program Development and Content Creation • Pitching • Producing and Project Management • Brand Creation and Development • Business Development • Branded Content • Integrated Marketing • Negotiation • C-Level leadership • Relationship Management • Goal Setting • SWOT Analysis • Fiscal Management • Coaching • Employee Training • Organizational Behavior • Diversity and Inclusiveness