

**S01E02: Developing with Media and Staying Inspired with Marc Stryker**

Today we host Marc Stryker, who is the VP of Channel and Content Management at Penna Powers. We have a very interesting and insightful conversation with Marc in store for you, covering his background and his initial interest in media and advertising, all the way up to his thoughts on current affairs within the industry now. We also cover topics such as the future of video media, onboarding of new employees, gendered workplaces and some of Marc's favorite and most inspiring material to consume. Marc's philosophy comes through strongly throughout the discussion and we know you are not going to want to miss this one! So, without further ado, let's get right into it!

**Key Points from This Episode:**

- Marc's background and his path leading to his current role at Penna Powers.
- Differences between West and East coast advertising agencies.
- The college years and how *The West Wing* and *Freak and Geeks* influenced Marc.
- The changes in media over the last decades and rolling with these punches.
- Marc's favorite media channels and why he still loves radio.
- Some predictions for the future of media from our guest.
- Which media keeps Marc inspired for his day to day work.
- Marc's philosophy on open and interconnected agencies and what this means.
- The requirements Marc has when looking for new employees.
- How Marc views his role as one of the younger VPs at the agency.
- Getting away from the male centered image for which the advertising world has been known.
- The reasons Marc is happy to now work in the 'mid-size' market.
- Why staying relevant and keeping on the pulse is Marc's biggest focus.
- Which podcasts Marc is currently tuned into.
- A round of quick fire questions!
- And much more!

**Tweetables:**

"The key is to connect with the audience that is using that platform to hear you." — Marc Stryker  
**[0:17:50.7]**

“We have experience that counts, but we also have the ability and the flexibility to move and pivot when we need to, so I think innovation is what I am there for.” — Marc Stryker [0:31:52.3]

### **Links Mentioned in Today’s Episode:**

Marc Stryker — <http://www.pennapowers.com/author/mstryker/>

Marc Stryker on LinkedIn — <https://www.linkedin.com/in/marcstryker>

Penna Powers — <http://www.pennapowers.com/>

The West Wing — <http://www.imdb.com/title/tt0200276/>

Freak and Geeks — [http://www.imdb.com/title/tt0193676/?ref=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt0193676/?ref=fn_al_tt_1)

NBC — <https://www.nbc.com/>

Malcolm Gladwell — [https://www.goodreads.com/author/list/1439.Malcolm\\_Gladwell](https://www.goodreads.com/author/list/1439.Malcolm_Gladwell)

Elon Musk — <http://www.spacex.com/elon-musk>

Tesla — <https://www.tesla.com/>

Mad Men — <http://www.amc.com/shows/mad-men>

The Atlantic -- [Every Every Every Generation Has Been the Me Me Me Generation](http://www.theatlantic.com/national/archive/2013/05/me-generation-time/315151/)

<https://www.theatlantic.com/national/archive/2013/05/me-generation-time/315151/>

Through the Wringer Podcast — <http://www.cession.org.nz/single-post/2017/08/03/Current-Series---Through-the-Wringer>

Reply All Podcast — <https://www.gimletmedia.com/reply-all>