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NO BUSINESS WITHOUT SHOW BUSINESS: Entertainment Industry Applications for Sales Execs

It's all sales. But isn't it all show business, too? Storytelling, customer engagement, that magical feeling, the profit imperative?

John Rood is a 25-year Hollywood veteran, with a dozen years each at Warner Bros. and at The Walt Disney Company, where he is currently the head of worldwide marketing for Disney Channels. As a studio exec and lecturer to universities nationwide, John has identified strategies to apply the magic of Hollywood to your teams and your transactions.

During this presentation, John will share time-tested tips to:

- Coach large teams of disparate personalities and agendas
- Apply brand identity to the individual and the firm
- Utilize Change Management in these most dynamic times
- Deepen your understanding between Sales & Marketing alignment