

# Lance D. Podell '86

## 2012 Lafayette Leadership Institute Keynote



Lance Podell is the Director and Global Head of the YouTube Next Lab, where he is responsible for the incubation and development of programming channels for YouTube's partners across the Film & Entertainment, Sports, Music & Gaming and Online Creators verticals. Within his purview are studio management, audience development, channel incubation and acceleration and creative programming guidance for some of YouTube's most prominent partners. Podell brings to YouTube over 25 years of experience combining great content with advertising, and has been on the forefront of evolving ad models on the Web.

Podell's prior company, Next New Networks, was acquired by YouTube in March 2011. Podell was the Chairman and CEO of Next New Networks, a venture-backed online video company that distributed some of the most popular TV-like programming across the Web, especially on YouTube. Among others, Next New Networks shows included Barely Political with the Obama Girl, Fast Lane Daily, an E! TV-like auto review show, Threadbanger, the most popular DIY fashion show, Indy Mogul, a showcase of independent filmmakers and Hungry Nation, a populists view of food and dining.

Prior to Next New Networks, Podell served as CEO of Seevast, an online advertising network company focused on sponsored links and vertical display advertising. While there he served on the Board of the Internet Advertising Bureau (IAB). Podell also served as general manager of Sprinks, a division of About, Inc., a Primedia company. There he was responsible for the day-to-day operations of the Sprinks business, and most notably, for the innovation of sponsored links on the Web's content pages. Ultimately, his work resulted in the sale of Sprinks to Google.

Podell's career consists of consumer and business-to-business marketing, and he has worked for Fortune 500 companies as well as start-ups, including DealTime (now Shopping.com), Time Inc., US West, Publishers Clearing House, Bronner/Slosberg/Humphrey (now Digitas), Chiat/Day Advertising and Ogilvy & Mather. His early work at Ogilvy & Mather was instrumental in bringing American Express customer relationships online for the first time and resulted in the first time consumers could pay their charge card bill online and read related travel planning information from brands such as Fodors and Frommers, before material was even digitized.

Podell holds a B.A. from Lafayette College and a M.B.A. from Harvard Business School. He lives in New Jersey with his wife, three children and a Sheepadoodle, named Violet.