

WCU. 610 ENTREPRENEURIAL CREATION

Interview of Chris Towle.



Currently Chris works for Hearst Corporation, which is one of the nation's largest diversified media and information companies. Its major interests include ownership of 15 daily and 34 weekly newspapers, including the Houston Chronicle, San Francisco Chronicle, San Antonio Express-News and Albany Times Union; hundreds of magazines around the world, including Good Housekeeping, Cosmopolitan, ELLE and O, The Oprah Magazine; 29 television stations, which reach a combined 18 percent of U.S. viewers; ownership in leading cable networks, including Lifetime, A&E, HISTORY and ESPN; significant holdings in automotive, electronic and medical/pharmaceutical business information companies; a 50 percent stake in global ratings agency Fitch Group; Internet and marketing services businesses; television production; newspaper features distribution; and real estate.

First thank you for letting me do this interview. Working with you has given me a great perspective on your outstanding work ethic, attention to detail, and incredible insight.

I see that you currently work for Hearst and that you are the Advertising Information Services (AIS) Team Lead/Coordinator. That has to be an extensive job especially for a major organization like Hearst. Can you briefly summarize what you do?

I am the final quality control check for several magazine title, billing address, overall look. In order to simplify this final step I make provide and review daily reporting, monthly checks, and closing dates. I manages seven personnel in my department.

Can you also touch on your experiences working for such an enormous far-reaching company?

I was out of college four years and I was fortunately able to land in a great company that has outstanding communication from the CEO down. I work in the publishing department and we interact seamlessly with the sales team and VP of marketing, which is something that I appreciate.

Did you always have a passion for marketing and if so, when did it start and how did it start?

I have always had a passion for marketing but I really started gaining my understanding of marketing in college. Going into college, I wanted to do something in the business field and since I always appreciated the creativity in marketing, I concentrated in marketing. As I indicated this is how my passion for marketing grew.

The class that we are currently taking is a marketing centric class; this is right up your alley. Sometimes whenever I approach a situation that I am familiar with, I have a feeling that I need to show my "skills". Do you fill this way?

I Like the concept of the class but I still feel like I will learn a lot, I really like the concept of how our class is structured also. My background is beneficial going into this class and I do feel like I can offer a lot to our learning environment.

How do you think marketing in general has changed?

The print industry is taking a hit because everything going digital. The digital and print is almost made to look identical. Social media marketing has become huge because of the instant contact with customers. The biggest trend is the transition from print to digital; people these days have the ability to bypass commercials so you need to provide a product that instantly catches the target audience.

What do you think of the current state of marketing?

The world we live in will dictate the direction of marketing. The convenience factor of digital marketing is driving that initiative but there are good and bad things about it.

Marketing will never go away, it is something that will always evolve, where do you see marketing going?

All will be on social media, can reach so many ppl, there will always be new ways to get message to the costumer. Whenever there is a change in technology marketing will follow.

Some of Chris's skill are provided below.

- **Manage the basic advertising layout and pricing of Redbook and Veranda magazines. Maintain numerous reports to ensure accuracy for advertising orders, specific products being advertised, billing information, revenues, discounts, and any corporate incentive packages.**
- **Responsible for approving any changes that are made to advertisers or agencies that are running in Car and Driver, Country Living, Cosmopolitan, Elle, Elle Décor, Esquire, Food Network, Good Housekeeping, Harper's Bazaar, HGTV, House Beautiful, Marie Claire, Oprah, Popular Mechanics, Redbook, Road & Track, Seventeen, Town & Country, Veranda, and Woman's Day. Conduct intensive research on all aspects of companies in a variety of industries.**
- **Train and closely supervise co-workers to ensure tasks are completed in a timely and efficient manner for all monthly schedules.**
- **Maintain constant communication with all sectors of the business including Sales, Production, Credit, and upper Management.**