

# BLAIR A. SODEN

New York Metropolitan Area

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## SUMMARY

My passion is helping corporations, organizations, brands & businesses of all sizes tell more meaningful & impactful stories. As a seasoned executive with 15 years of experience at Fortune 100 companies, I bring a unique perspective & comprehensive skillset to my clients. After several years producing TV shows, documentary films & digital content for the top broadcast media companies, I transitioned my career to the business world to shake up the way corporate stories are developed, told and shared. I'm an ideas-first problem solver with a track record of identifying areas for improvement, taking calculated risks, and implementing new strategies for future success. As a former Division 1 lacrosse player, I'm team-oriented and hard-working. I bring that level of collaboration and dedication to the teams I manage and internal and external partners I work with.

- Content Development
- Digital and Social Strategy
- Production
- Storytelling
- Corporate Communications
- Media Planning

## PROFESSIONAL EXPERIENCE

**PEPSICO**, Purchase, NY

**2017-2020**

**Sr. Director, Content and Publishing, Global Corporate Communications** 2017-2020

Primary in-house content expert responsible for elevating PepsiCo's content and publishing by leading a team of 8 to develop and create more compelling and engaging content. Oversaw daily operation, strategy, and programming of PepsiCo's flagship corporate social and digital channels, which was leveraged to tell the PepsiCo story more consistently and effectively on a global basis.

- Built & led PepsiCo's first in-house content & publishing unit for corporate communications
- Developed and implemented a video and storytelling led content strategy that resulted in a 180% increase in impressions, 154% increase in engagements and 563.98% increase in video views from full year 2019 to Q1/Q2 2020
- Put together a proposal to expand the unit globally to service the top 20 markets, increase the quality & consistency of content, and save money on agency costs, which is currently being implemented
- Oversaw and led all filming with CEOs Indra Nooyi and Ramon Laguarta. Was solely responsible for coaching our CEOs and most senior executives, helping them to present their best selves on camera
- Created a program to educate colleagues about storytelling, content development and production helping to manage expectations and resulting in more transparent, efficient, and collaborative content partnerships internally and externally

**NBC SPORTS**, Stamford, CT

**2014-2017**

**Manager, Original Programming & Development** 2014-2017

Worked with a small team to develop & create original programming for NBC Sports and NBCSN including new shows, series, documentaries, specials and original digital content. Oversaw work with outside agencies and sports leagues to create content that not only improved ratings for NBC, but increased awareness and visibility for properties like Formula 1.

- Created, executive produced, and directed "Off the Grid", NBC's first 30-min Formula 1 and NASCAR feature show, filmed in 14 countries over 3 seasons
- Embedded with the Haas Formula 1 team for a month ahead of their debut to write, produce, and direct a one-hour documentary "Haas F1: America's Return to the Grid" which aired 10 days after filming wrapped

**BLOOMBERG TELEVISION**, New York, NY

**2012-2014**

**Producer, Field, Series and Specials** 2012-2014

First producer hired to assist with launch of digital video team and original digital content development. In just 18 months, I helped the group expanded to 20 producers to become the Field, Series & Specials Unit (FSU), responsible for providing nearly all feature content (broadcast and digital) for Bloomberg TV globally.

- The FSU led Bloomberg to have more video views than any other business news site worldwide (19,096,000 as of 08/2013)

**ESPN, Bristol, CT****2008-2012****Producer, Content Development 2010-2012**

Worked with the content development and ESPN Films teams to pitch, develop and produce original programming and branded content for ESPN's properties. Projects ranged from multi-faceted year-long initiatives, to individual documentaries, shows and specials.

- Produced ESPN Films "Fab 5" as part of the "30 for 30" series, which at the time was the highest rated documentary in ESPN history (2.1 in March 2011)
- Created a show for ESPNU called "U:Nite" and took meetings with Samsung that helped re-up a 30M overall deal for ESPN, 4M of which was incremental revenue due to U:Nite
- Worked with ESPN's stats and research teams to create the "Total QBR" a new statistic implemented in 2011 to replace the passer rating. Produced the 1 hour special to introduce the new statistic to America, hosted by the Monday Night Football trio
- Led cross-platform integration and produced all aspects of ESPN's 2011 year-long initiative "Year of the Quarterback" across all ESPN's properties, a first for the company

**Segment Producer, SportsCenter 2008-2010**

Coordinated all aspects of production for each segment (9- 20 daily) on the 9a-noon live edition of SportsCenter. Acted as the main producer for hosts Hannah Storm and Josh Elliott, as well as any analyst or guest that appeared on a show segment.

- Was part of the team who developed and launched ESPN's first-ever live morning SportsCenter in 2008
- Directed a group of 30 Associate Producers, Graphics Producers and Production Assistants to build each segment, overnight in preparation as well as during live shows
- Sat in the control room to direct all segments in addition to quickly assessing breaking news situations and preparing segments with a level-head during the live show

**ABC NEWS, New York, NY****2006-2008****Head Desk Assistant, World News with Charlie Gibson 2006-2008**

Supported Executive and Senior Producers with all aspects of the nightly broadcast

- Was part of the team to launch the "World News Webcast" on iTunes in 2006
- Authored the ABC News company-wide internal "Morning Note" briefing bureaus worldwide on top news of day, a role previously held by the show's head writer
- Crash produced overnight features for Weekend Good Morning America

**Feature Writer/Reporter, ABCNews.com 2006-2008**

Wrote weekly feature stories on a wide variety of topics for ABCNews.com

- Broke the story about the stars of the 2006 film "Borat" being duped by production, which was the top read story on ABCNews.com for the week

**EDUCATION****B.A., Communications (Annenberg School for Communications)**

University of Pennsylvania, Philadelphia, PA

**B.A., History**

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