

AFROS & AUDIO PODCAST FESTIVAL

Getting It Out the Mud

DESCRIPTION:

Larry Robinson, CEO, talks about building a podcast network and digital content company from the ground up - with no corporate backing, no trust fund, no investors, and no marquee names. He talks about the decision to remain independently owned, as well as the S&P Process - scaling, strategic growth, and pivoting. KUDZUKIAN has experienced phenomenal year-over-year growth for the past three years (even through COVID) and he shares some critical insights accrued during this growth period, including the fumbles and failures. It is a searingly honest conversation with an awesome storyteller!

- Don't be afraid to say no
- Don't be afraid to pivot or diversify
- Don't be afraid to step out on faith
- Surround yourself with a strong, trustworthy, and reliable team



FACILITATOR:

Larry Robinson is the visionary behind KUDZUKIAN, an independently-owned network that houses a collection of about 20 branded and corporate-sponsored podcasts and offers a full menu of virtual event production services. Before launching KUDZUKIAN in 2014, Larry was a senior marketing executive with experience spanning across both cities and categories. By his own admission, he is a natural salesman. “I can sell ANYTHING,” he says. This innate ability has served him well as he ventured into entrepreneurship, first with his marketing company Lasting Perceptions and currently with the network.

Though currently based in Memphis, Larry has worked in Indianapolis, Cincinnati, Hong Kong, Taipei and New York City, specializing in marketing and advertising strategy, brand and business development, and partnership marketing. He has successfully brokered relationships for and with Fortune 500 companies and other global entities like Nike, Anheuser-Busch, the National Basketball Association, Pfizer, Merck, Atlantic Records, St. Jude Children’s Research Hospital, Coty Fragrances, Foot Action USA, L’oreal, and SoftSheen-Carson.

Currently, as the CEO of KUDZUKIAN, Larry oversees 15 team members (and growing) in addition to leading daily operations and business development. When he is not working, Larry is a family man who is happily married to his longtime wife Natalie and the father of three sons.

KUDZUKIAN Network consists of several podcasts that are both KUDZUKIAN branded and corporate sponsored.

KUDZUKIAN is an independently-owned branded audio and visual content producer, specializing in creating “turn-key” production of on-demand virtual, in-studio and livestream content across all media platforms. Founded in 2014 by marketing executive Larry Robinson, KUDZUKIAN was created to fill an opening in the digisphere for distinctly Southern voices. The Memphis-based company is a network that houses 20-plus podcasts and has produced several livestream events for national entities as well as municipalities. From politics to pop culture, from business to blues, KUDZUKIAN provides high quality digital experiences that are fresh, relevant, soulful, engaging and dynamic.

Anchored in Memphis and Manhattan, KUDZUKIAN is poised to sprawl across the southeast and the country. CEO Larry Robinson says, “Much like its namesake, the Japanese kudzu plant, KUDZUKIAN is soon to be problematic, but in the best of ways.” KUDZUKIAN continues to grow at a rapid clip on both sides of the company, particularly as there has been an increased demand for virtual programming, events and communication.

