

Mitch Lowe

Top Business Speaker and Entertainment Speaker, Co-Founding Executive of Netflix, Co-Founder of RedBox

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Change Management / Organizational Change
- Consumer Trends
- Leadership
- Virtual

About Mitch Lowe

Mitch Lowe began opening video rental stores in the mid 1980's building a chain of 10 locations in Northern California. While running his stores he was a board member and president of the national trade association representing the burgeoning entertainment retail industry.

Early on Mitch recognized that physical delivery of content was only an interim stage and needed to evolve with technology.

And so in the early 1990's Mitch along with one of the Co-Founders of Autodesk founded a startup aimed at providing internet store services and marketing to video stores around the US.

In the late 1990's Mitch met Marc Randolph and Reed Hastings who wanted to start a DVD Mail Order business and were looking for expertise in the rental industry. Mitch joined what became Netflix in 1998 and led Business Development and Strategic Alliances for its first 5 years. Mitch was a member of the small Executive Leadership team that devised the "All You Can Eat" subscription service and played a key role in building the culture that has led to the primary way we now consume entertainment.

A year after Netflix went public Mitch was recruited by McDonald's to help them with a project to introduce automated DVD rental kiosks at their restaurants.

Mitch first as COO then as President and CEO led Redbox for 8 years growing the company to over \$1.5B in revenue.

Since then Mitch has assisted investors in start ups coach and assist leaders to achieve their goals.

Select Keynotes

- **Building Teamwork to Achieve Innovative Results**

Innovation requires unwavering commitment and support throughout the entire organization, which is often difficult to achieve for two reasons: one, the financial commitment and, two, getting everyone onboard for disruptive work. In this presentation, Mitch details the processes to get the whole team on board to work together towards innovative results.

- **Creating a Winning Culture**

Theory and strategy are important, but execution is absolutely crucial. Sharing stories from his experiences at Netflix and Redbox, Mitch reveals the framework for designing and implementing a positive and winning culture.

The culture that developed in the early days of Netflix played a large role in the success of the company, and when Mitch took over as Redbox President he brought that culture with him. While, Redbox—a Chicago based company with midwest values—was a very different company than the Silicon Valley based Netflix, Mitch was able to implement the framework of the successful Netflix culture and customize it to fit Redbox's goals and company values. In this presentation Mitch, shows how a winning culture can be customized to align with any company's unique philosophy to create an exceptional working environment that you and your employees will be proud of.



- **Disrupt or be Disrupted**

If you want to be the leader of your industry, you need to disrupt your market. Mitch Lowe is an expert in disruption. As a chief executive officer of Netflix, Redbox, and MoviePass, Lowe has disrupted the movie industry three times: two times he disrupted how we rent movies (by mail and by kiosk) and is in the process of disrupting how we pay for our movie theater experience. In this exciting and informative talk, Lowe will share the behind-the-scenes secrets of how he built a culture that disrupted movie watching and how you can build your own culture to disrupt your own industry.

- **Facing Tough Leadership Decisions**

Remember when Netflix decided to increase their monthly fee by 60% or when Redbox raised their rental prices higher than \$1 per night? Drawing on instances from his time at Netflix and Redbox, Mitch explains decisions made when the companies faced existential and strategic crises, providing reasoning behind those decisions and their effects—for better and/or worse.

Mitch discusses the *wrong* ways to make a decision and which factors are actually not helpful in the decision making process. He then details how to make a well informed decision by looking holistically at the pros and cons, the processes and resources through which a decision is implemented, and the likelihood of success.

This, along with Mitch's other presentations, can be tailored to the audience, whether they be marketing, sales, operations, strategic based.

Select Articles

- [Meet MoviePass CEO Mitch Lowe, the guy pissing off the big movie theater chains](#)

More than 1.5 million people love Lowe's company. Big theater companies like AMC, not so much.