

**FOR IMMEDIATE RELEASE** [Media Contact: Karl Robe, karl.robe@karljames.com (262) 470-9849]

**Karl James & Company Announces Launch Date for *The Executive Consult Podcast***

*Conversations where executives, leaders & media share experiences, how-tos, and some fun*

**WAUKESHA—March 4, 2019—**Reputation strategy firm, Karl James & Company, will launch *The Executive Consult Podcast* March 11 at *TheExecutiveConsult.com*. Podcast host Karl Robe, APR, engages executives, leaders and media on how they go about their business.

The first five conversations released online March 11 will include:

- Former *Milwaukee Journal Sentinel* Business Editor Steve Jagler
- Entrepreneur and *Project Pitch It* co-host Jerry Jendusa
- *RightWisconsin.com* political commentator James Wigderson
- *WTMJ Radio* host Steve Scaffidi
- OnMilwaukee.com's Jeff Sherman

"You learn as we learn what executives, leaders and media are facing, how they deal with it, and go about their business," Robe says. "There are interesting people we want to learn about and from. *The Executive Consult Podcast* provides listeners with a forum to access conversations with people they might not otherwise enjoy."

As part of a special podcast give-away March 11, those joining our e-mail list at *TheExecutiveConsult.com* will be entered to win 1 of 20 copies of podcast guest Jerry Jendusa's book *Get Unstuck: Strategies, Tools and Courage to Move Your Business to the Next Level*.

New podcast episodes will be released monthly. Future episodes include:

- Tim Hansen and Toby Reynolds, *Hansen-Reynolds* on complex business litigation
- Mike Wittenwyler, *Godfrey & Kahn* on dark money, lobbyists and political consultants
- Brian Fielkow, author and owner of *Jetco Delivery*, Houston, on business culture
- Jessica McBride, journalist on storytelling and how its changed in the digital world
- Paul Decker, *Waukesha Co. Board Chair*, on his business strategy firm & getting on point

What we've done with *The Executive Consult Podcast* is demonstrate a turn-key approach for brands—either executive, product or organizational—to generate content in a meaningful, cost-effective way, Robe says.

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“What most executives have less of than money is time,” says Robe, who’s also agency principal of Karl James & Company. “Podcasts can make effective use of both time and money.”

“We all are tethered to our mobile devices and this makes podcasting an accessible platform for sharing valuable content with targeted audiences,” Robe adds. “Executives reaching internal and external audiences. Products building community and a following. Corporations building reputation as an employer of choice to attract talent. All audiences are looking for valuable content to help them make decisions. Podcasts are a tool to help shape reputations and inform decisions by others.”

**The Executive Consult Podcast** *The Executive Consult Podcast* listeners learn as we learn what executives, leaders and media are facing and how they deal with it. On March 11, *TheExecutiveConsult.com* goes live with links to iTunes, Stitcher, Google Play and other popular podcast platforms. Follow us on Facebook @TheExecutiveConsult, Twitter @ExecCon and Instagram @ExecConsult

**Background on Karl Robe** *Karl Robe founded Karl James & Company in 1999. For 20-plus years, he has crafted campaigns to reach influential audiences of global, national, state and local clients. He has coached and counseled c-level executives from multi-national companies to start-ups in marketing, branding, public affairs, issues management and leadership communications. As an author, presenter and coach on a multitude of communications topics, his insights have appeared in Wisconsin Lawyer, Wisconsin Institute of CPAs, The Strategist, Crisis Manager, Wisconsin Law Journal and numerous other venues. Karl achieved an Accreditation in Public Relations (APR), certifying a candidate’s knowledge of public relations practice, communications theory, management science and ethics. Follow him on LinkedIn at [www.linkedin.com/in/karljamesmarketingadvertising](http://www.linkedin.com/in/karljamesmarketingadvertising)*

**Karl James & Company** *Karl James & Company ([karljames.com](http://karljames.com)) recently celebrated its 20th anniversary. We’ve worked in nearly every industry delivering strategy, creative, digital, media, public relations and more for some of the most recognizable brands and organizations across the United States. Follow us on Facebook @KarlJamesPage, Twitter @KarlJamesPR and Instagram @KarlJamesandCompany*

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