

PAUL THENSTEDT

Media, Marketing & Technology Consultant

Paul Thenstedt is a marketing and technology consultant who provides business vision and creates data-focused strategies that drive growth and success in the rapidly changing media and advertising industry.

Paul has worked in the media and entertainment business for 30 years. Starting as a television production and live news director at WIFR-TV in Rockford, IL, he moved to New York to work as a national television buyer at McCann Erickson working on the Coca-Cola account. That was followed by 12 years at CNN, first as a TV sales executive, then in 1997 as an internet pioneer while serving as VP, Interactive. Paul spent 8 years at NBCUniversal managing national digital sales teams, driving advertising revenue and generating innovative, social, consumer-driven marketing programs across a variety of platforms including desktop, mobile, tablet, linear TV, video on demand, interactive TV, and connected TV.

In addition to his volunteer service with Little Kids Rock, Paul is a board member and past president of the Business Golf Association of America and president of the BGA of Chicago. While serving as BGA president he spearheaded a name change (from the National Advertising Golf Association) and a complete brand transformation.

Music is the soundtrack to Paul's life. He grew up singing in an all-boys choir, played piano, accordion, and trombone, and was a DJ. Paul is an avid live music fan and is a regular on the festival circuit, having attended Lollapalooza, SXSW, Austin City Limits, Pitchfork, Riot Fest, Bumbershoot, Summerfest, New Orleans Jazz & Heritage Festival, Newport Jazz Fest, and the Monterey Jazz Fest - a combined 75 times. Paul recently started taking keyboard, vocal and harmonica lessons and is a member of the School of Rock Chicago Adult Band, The Late Stakes.