



MEDIA KIT

WHO IS LOCAL?

Local Industries is a Change Marketing™ consultancy focused on using people-first marketing techniques to design and implement meaningful organizational change. The Local team works with a wide variety of clients including P&G, Delta Airlines, Capital One, Zurich Insurance, eBay, and Coca-Cola.

[WEB SITE](#) | [TWITTER](#) | [LINKEDIN](#) | [MEDIUM BLOG](#) | [VIMEO-LOCAL CHANGE STORIES](#)

MEDIA ACTIVITY

- **FORBES AGENCY COUNCIL CONTRIBUTOR ARTICLES**
 - [Belief Is Your Next Wicked Leadership Problem. Here's How To Solve It.](#)
 - [Why Employee Stakeholders Are The Secret To Your Organization's Transformative Success](#)
 - [Why Caring About Your Employees Matters More Than Engagement](#)
 - [Confidence And Courage Are The Next Engines Of Growth](#)
 - [Is Human Resources Your Next Profit Center?](#)
 - [Think Beyond Efficiency -- Focus On Value And Impact To Succeed In Uncertain Times](#)
 - [Opportunity And Ownership: Take Back Control By Giving It Away](#)
- [HR Works podcast—Improve Your Organization's Culture Through Change Marketing](#)
- [HR Daily Advisor—Change Marketing. Q&A with Neil Bedwell, Founding Partner at Local Industries](#)
- [Work Futures Daily Newsletter w/Stowe Boyd](#)
- [TLNT.com—Marketing Can Teach You How to Improve Engagement](#)
- [Change Management Review, live webinar](#)
- [Business Management Daily—Managing People at Work Newsletter](#)
- [Hypepotamus—Three Ways to Foster A Resilient Workplace Culture Through Change](#)
- [The Dana Barrett Show, Biz1190, live radio interview](#)
- [Remote.co—Creating a Feedback-Friendly Remote Culture](#)
- [Atlanta Business RadioX, live interview](#)
- [Georgia Business Radio, live interview](#)
- [TLNT.com—Change Begins With the 'First Follower'](#)
- [Hustle Sold Separately Podcast](#)
- [Authority magazine/Thrive Global—Leadership Lessons Series Q&A, Neil Bedwell](#)



SPEAKING ENGAGEMENTS

- [Worldz – Los Angeles](#)
- [Interactive Day—Collide With Tomorrow – San Diego](#)
- [DisruptHR ATL 2019](#)
- [TalentCon—HR Daily Advisor 2019 Annual Conference - San Antonio](#)
- [Atlanta HR Summit](#)
- [Association of Change Management Professionals quarterly Atlanta chapter event](#)
- [DistrupHR ATL 2018](#)
- [Lead Change 2018 - Boston](#)

BOOKS

- Contributors to [“Handbook of Advances in Marketing in an Era of Disruptions—Essays in Honour of Jagdish N. Sheth”](#)
 - Chapter 17 – Increasing Marketing’s Impact: Making Everyone a Marketer
 - Contributors: Founding Partner and Chief Strategy Officer, Neil Bedwell, & Senior Strategist, Nick Roth (with Professor Edgar Leonard, Emory University)

LOCAL CHANGE STORIES (VIDEOS)

- [Moving Mountains](#)
- [Platform](#)
- [Level Up](#)
- [Loop Me In](#)
- [All](#)

MEDIUM BLOGS

- [Brands Need To Love Their Employees As Much As Their Customers](#)
- [Moving Mountains: A Call For HR Leaders To Lead](#)
- [How Much Profit Can An Engaged Employee Drive For You?](#)
- [New Platform: Making Everyone’s Work Matter](#)
- [Level Up: Let’s Grow Together](#)
- [Crucial People-First Lessons From “Good to Great” by Jim Collins](#)
- [VIEW ALL BLOGS](#)

MAJOR EVENTS ATTENDANCE

- [HR Transform](#)
- [Qualtrics X4](#)

PARTNER BIOS

Neil Bedwell
Founding Partner
Chief Strategy Officer



[Twitter](#) | [LinkedIn](#)



A digital-native and strategic leader with 15+ years of running work, teams, and businesses in London, Amsterdam, and San Francisco. Now in Atlanta, Neil is a Founding Partner at [Local Industries](#).

Neil has been lucky enough to experience life on the agency side—as Head of Strategy and Managing Director at Isobar—and as a client—leading digital strategy and content for Coca-Cola's Global Content Excellence group. His work included leadership of the digital program for the 2014 FIFA World Cup in Brazil, developing new ways to create and publish content in real-time across multiple social channels and managing global digital agency relationships.

Neil is an advisor to multiple start-ups, a General Assembly Instructor, and a regular keynote speaker on employee engagement, brand-building, and marketing innovation in the social age, with appearances at The Adobe Summit, SXSW, IAB Mexico, The Economist Big Rethink, DisruptHR, Atlanta HR Summit, Lead Change 2018, HR Daily Advisor's TalentCon 2019, Association of Change Management Professionals—Atlanta, and Change Management Review.

Andrew Osterday
Founding Partner
Chief Creative Officer

[Twitter](#) | [LinkedIn](#)



Andrew is a founding partner and the Chief Creative Officer at Local Industries. His career spans both agency and client-side, crafting marketing solutions and digital experiences for some of the world's most popular brands, such as Airbnb, Coca-Cola, The Home Depot, Delta Air Lines, Porsche, and Jack



Daniels before moving to Coca-Cola's Global group, where he led the Cannes award-winning digital creative for Coke Zero.

His work at Coca-Cola also included real-time social content and production for the 2014 FIFA World Cup in Brazil, leading the world's largest user-generated photo contest and crafting Coca-Cola's employee engagement program spanning all 206 countries Coca-Cola serves.

Andrew is a pioneer of Change Marketing and a frequent mentor, writer, and speaker.

Brooke Wright

Partner

Chief Client Officer

Twitter | [LinkedIn](#)



Brooke is a partner and the Chief Client Officer at Local Industries. An Atlanta native, Brooke is a seasoned marketing strategist with over 14 years of experience helping B2C and B2B brands bring their story to life inside and outside the organization. She has worked on both sides of the desk—serving agency and client brands, ranging from national/global non-profits, to Fortune 100 companies.

While managing large complex external brand programs, she realized one of the biggest limitations to success was directly linked to belief in the brand and program on the *inside* by the company's most important asset—its people. Her attention and passion shifted inward to leading organizational strategies and transformation programs focused on strategic employee-centered design and communications to drive positive change and in turn, impactful external success.