

## Fink & Goad Corporate Video Productions

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Do you need to command attention at the beginning of your next internal sales conference or all-hands meeting? Are you trying to come up with entertaining training content that reinforces your message to the troops?

**Hugh Fink**, Emmy Award-winning television producer and writer from Saturday Night Live, has teamed up with corporate marketing veteran and talk show host **David Goad** to produce hilariously clever content for your next event or training program.

### Who is it for:

- Aggressive Start-up companies
- Fast-growing Midsize companies
- Leading Enterprises

### Services:

- **Custom Sales Training video series**  
Character-driven stories that highlight your leaders' key sales messages, and drive the team to visit your resource portal. Ideal for launches or ongoing soft skills training.
- **Conference kickoff videos**  
Pop culture parodies and comedy sketches that spotlight your leaders and get your company talked about after high profile events or internal all-hands meetings.
- **Man-on-the-street interview videos**  
Capture insights from customers or employees at major events with humorous hosts. Reinforce your key messages in an entertaining montage on the last day.

### Why Fink & Goad?

This accomplished duo will deliver a script that is cutting edge clever, yet safely within guidelines of good taste for your company culture. With no large agency overhead, Fink and Goad will provide efficient, turnkey results in time for your meeting or event. They can use their own top notch production crew, or work with your production team and facilities.

They have successfully created and produced original content and coached executives at the world's best-known companies including Microsoft, NBC, Cisco, Amazon and others.

### Happy Clients:

- "Producing great corporate video content is hard. Making great corporate content that is actually (and intentionally) funny – that borders on the impossible. Working with **Hugh Fink** was a terrific experience end to end. He got our corporate branding and limitations, and still produced concepts and scripts that were actually funny. He was also a great coach to our principals. I'd recommend Hugh and his team for anyone looking to make a memorable impression when it really counts." - **John Pinette, Former Microsoft PR Executive**

- "I had the opportunity to collaborate with **Hugh Fink** when I was the Executive Producer of the ESPY Awards. Hugh was our head writer and the chief creative comedy force behind the show. He demonstrated real versatility in the type of comedy he could create: producing big scale show openings that played on Broadway like stages, comedy shorts involving professional athletes and actors, and feeding the show's host timely one liners in a live environment. What I really appreciated about Hugh was his ability to work within the frame work of ESPN's sensibilities and still be funny as hell. I've worked with many funny writers but the majority of them struggle or rebel when you reject their work for being off message or ask them to write within your guidelines. Hugh was always collaborative and never disagreeable. His work was really outstanding and very well received by the live and television audience. If I needed a comedy writer for any future work Hugh would be my first call. " - **Fred Gaudelli, Executive Producer NBC Sunday Night Football**

### **HUGH FINK BIOGRAPHY**

As an Emmy Award-winning comedian, writer and producer, Hugh Fink has established himself as one of the leading voices of cutting-edge humor in late night television.

During his tenure as a writer for NBC's famed "Saturday Night Live" alongside Will Ferrell and Tina Fey, Fink not only earned a reputation for his fearless lampooning of pop culture, but also appeared as a commentator on the show's "Weekend Update". During his final season at SNL, Hugh Fink received the Emmy Award for "Outstanding Writing for a Comedy Program."

Fink was creator/executive producer of the irreverent Comedy Central series, "The Showbiz Show with David Spade". He is creator/executive producer of Nickelodeon's "Parental Discretion." Additional writing/producing credits include "Comedy Central's Roast of Rob Lowe", "The Drew Carey Show", "Last Comic Standing", CNN's "DL Hughley Breaks The News", and Head Writer for "Late Late Show with Craig Ferguson".

As a comedian, Fink has made multiple appearances on "Late Show with David Letterman", "Conan O'Brien", as well as his own Half-Hour Special on Comedy Central.

Currently, he is a producer of VH1's "Martha and Snoop's Potluck Dinner Party" starring Martha Stewart and Snoop Dogg.

#### **Video Samples:**

- Microsoft Kickoff Video for Comdex [https://www.youtube.com/watch?v=fl\\_xuFA18m4](https://www.youtube.com/watch?v=fl_xuFA18m4)

### **DAVID GOAD BIOGRAPHY**

With over 30 years in marketing and video production, David Goad has produced compelling content for companies of all sizes. Most recently he produced, wrote and hosted LaunchCast, an internal talk show for over 18,000 Cisco sales people worldwide.

He has extensive experience in digital content production for Voice of the Customer, Event Marketing, Seller Enablement and Demand Generation programs. He has demonstrated the ability to skillfully

weave brand and business messaging into entertaining and informative video content throughout his career.

David has exceptional skills in:

- Producing, directing and writing for video
- Dynamic on-camera hosting, interviewing and panel moderation
- Coaching executives and engineers for excellence on camera and on stage

David is also a professional speaker, humorist, and stand-up comedian performing in Northern CA. He is frequently called upon to MC live events, online events and game shows.

#### **Happy Clients:**

“**David Goad** is a great marketer, storyteller and digital content producer. He understands his audience and knows how to focus any marketing project to get the utmost attention and results, especially with digital and video media. I enjoyed working with David on several successful marketing and video projects. His coaching and professional preparation made me very comfortable in front of the camera while also enjoying his humor and great style.” - **Inbar Lasser-Raab, VP Products & Solutions Marketing - Enterprise Segment, Cisco**

“**David** is a fantastic storyteller, host, presenter, and personality. He is extremely skilled at distilling technical jargon and messages down to what is important and turning it into a simple yet compelling story focused on the customer needs. He knows how to deliver a message succinctly and clearly in front of an audience or camera and be "in the moment" to have fun while interacting with people. I enthusiastically recommend David, he is a terrific storyteller and communicator!” - **Sean Curtis, Director of Technology Experiences at Cisco**

#### **Video Samples:**

- ServiceNow talk show [https://www.youtube.com/watch?v=vqq1vo\\_5rwg](https://www.youtube.com/watch?v=vqq1vo_5rwg)
- Cisco Demand Gen Video <https://www.youtube.com/watch?v=UpEHo4TwOro>
- Cisco Demand Gen Video Pt.2 <https://www.youtube.com/watch?v=dWoUy2U0GKc>
- Online Presentation Skills Workshop <https://www.youtube.com/watch?v=c2YldxNTzec&t=1116s>