

## **Supply Chain Now Announces Jason Hoch, President of Imperative Entertainment's Podcast Division, as Advisor**

ATLANTA, GA – August 31, 2021- Supply Chain Now, an award-winning, global digital media platform that serves as the voice of supply chain, has announced Imperative Entertainment Podcast Division President Jason Hoch as an advisor. Hoch draws on over 20 years of experience with both tech startups and major media companies including Discovery Communications, WWE and HowStuffWorks.

Prior to his role at Imperative Entertainment, Hoch served as Head of New Initiatives and Chief Content Officer at HowStuffWorks, one of the largest commercial podcast producers in the world. He has produced or created three number one podcasts and nine top-20 podcasts including Atlanta Monster, Boomtown, In the Red Clay and Broken Harts.

Supply Chain Now currently produces nine leading podcast programs along with livestreams, vlogs, virtual events and written content, spotlighting the people, technology, best practices, critical issues and opportunities impacting global supply chain.

More people are tuning in to podcasts to hear from credentialed experts up close, a trend the platform both embodies and hopes to further capitalize on. A January 2021 Hubspot report cites the potential for verified experts leading relevant, intimate online get-togethers to become community leaders and influencers. Guests on Supply Chain Now's platform meet with hosts who are established supply chain influencers in their own right, including Scott Luton, Greg White, Kelly Barner, Kevin L. Jackson & Karin Bursa. Currently, sponsors of Supply Chain Now programming reach an audience that is 74% decision makers and influencers, with 50% of listeners between the ages of 25 and 44.

"We are excited to welcome Jason Hoch as an advisor to Supply Chain Now. Jason has created and produced some of the most compelling and successful digital content in the industry in recent years. Our hosts and production teams will greatly benefit from being able to tap Jason's knowledge, expertise and creativity as we continue to expand and enhance our global platform," said Scott W. Luton, founder and CEO of Supply Chain Now.

**About Supply Chain Now:** Supply Chain Now digital media brings together thought-leaders, influencers and practitioners to spotlight the people, technology, best practices, critical issues, and new opportunities impacting global supply chain performance today and tomorrow. Our leaders are frequently sourced to provide insights into supply chain news, technology, disruption and innovation, and rank in the top 25 on multiple industry thought-leadership lists. Supply Chain Now digital media content includes podcasts, livestreaming, vlogs, virtual events, and articles that have accumulated millions of views, plays and reads since 2017 and continue to reach a growing global audience. Our podcasts have hit Apple Podcasts business leadership charts in over 60 countries. Supply Chain Now is listed as "Top 1.5% of All Podcasts" by ListenNotes.com and ranks #1 on Feedspot.com, "Top 10 Supply Chain Management Audio

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