

PRESS KIT



Rudy Fernandez,
Creative Outhouse Founder & Creative Director

Rudy is founder of Creative Outhouse and host of the Marketing Upheaval podcast.

For more than 25 years, Rudy has created brands and campaigns that change the way people think, feel and act. He is a rare breed of creative who is not only passionate about the creative product but also the science as to why people behave the way they do. His behavior change work has motivated millions of people to change the way they think about autism, convinced them to choose alternatives to driving

alone, get tested for HIV and to go back to school to earn a degree. He uses his unique perspective to help companies communicate their deeper purpose, win more fans and strengthen their brands. His work encompasses all types of communication whether it's advertising, PR activations, internal comms, it doesn't matter because his work is centered around a powerful idea that's anchored in a human truth.

Rudy holds a Bachelor of Arts degree in advertising from the University of Florida.

Specialties: Behavior Change, Creative ideas and execution, Messaging & Positioning, Healthcare Marketing, Continuing Education, Radio Advertising



Podcast

Over the last few years, what's changed in marketing? Everything. Marketing Upheaval is a weekly podcast where Creative Outhouse founder, Rudy Fernandez, talks to marketing leaders about what's changing, what's working and why we shouldn't panic. Each episode is an enlightening 30-minute conversation with experts from different industries and their personal stories.

Listen to our latest episodes here:

www.creativeouthouse.com/podcast

Transcripts, images and show notes for each episode are also available on our website.

Download/Subscribe: Our show is available [on our website](#) as well as on all podcast listening platforms such as Apple Podcasts, Stitcher, Spotify and Pocket Cast.

Release schedule: Marketing Upheaval launched in August of 2019. Episodes for Season 1 are released every Wednesday at 7am EST.

Intended audience: Marketing thought leaders, C-Suite Execs, Agency Leadership, Marketing professionals looking to learn and grow their career

Podcast images: available for download [here](#).

Trailer episode: listen [here](#).



LiamStrain, 08/15/2019

Great interviews and questions

There are a lot of marketing/agency podcasts out there. Rudy and the team at Creative Outhouse have set themselves apart by not only leveraging great guests, but by really asking thoughtful questions that deal with very relevant topics to the industry today. With every episode, I find myself saying "I was just going to ask that!" or "we see that all the time!" and I can think of no higher compliment for an industry podcast. Well done.

Credits:

Host: [Rudy Fernandez](#)

Earcon sound design: [Gopal Swamy](#)

Post-production by: [Music Radio Creative](#)

Producer and Cover Art: [Susan Cooper](#)

Audio Consultant: [Jason Shablik](#)

Hosting by: [Buzzsprout](#)

Start a conversation with us on social:



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