

**DRIVING DOLLARS TO BLACK PODCASTERS**

# GARY GOICHY

**FOR 2026 EBONY POWER 100**



**Gary Coichy** has been honored as the 2025 ADCOLOR Innovator of the Year, an Ad Age Top 40 under 40, and Most Powerful Individual in Podcasting by InsideRadio.

## **Pod Digital Media**

celebrated its seventh year by evolving into a 360-degree cultural hub that drove a staggering 232% growth. By expanding into live events and influencer activations, PDM secured ANA-award-winning campaigns for giants like McDonald's, Coca-Cola, and Walmart.

TABLE OF

# CONTENTS



- A MAN WITH A PLAN... 3
- LEADING THE INDUSTRY... 4
- BREAKING BARRIERS... 6
- DRIVING COLLABORATION... 8
- UPLIFTING PODCAST ADVERTISING... 9
- THE INDUSTRY SPEAKS... 10





**Gary Coichy's first job was flipping burgers at McDonald's. Today, he's signing multi-million-dollar deals with them.** In between, he built Pod Digital Media from scratch into the world's first and largest cultural podcast network — 400+ shows, 100M+ monthly listeners, and a client roster that reads like a Fortune 500 hall of fame. With two decades of media mastery at ad giants WPP and Omnicom, Gary went from spotting a gap in podcasting to building the bridge, and now he owns it.

**A MAN WITH A PLAN**



*Pictured below: Gary Coichy with Richlieu Dennis (Sundial Brands, Essence Ventures) and Omar Goff (P&G), at ADCOLOR Awards.*



**ADCOLOR 2025 INNOVATOR OF THE YEAR**

**THE GATHERING SUMMIT SXSW EPISODE**

**HAITIAN AMERICAN CHAMBER OF COMMERCE**

**ANA MARKETING EXCELLENCE AWARD**

**INC. 5000 FASTEST GROWING COMPANIES**

**INSIDE RADIO: MOST POWERFUL PEOPLE IN PODCASTING**

**LEADING  
THE  
INDUSTRY**

Led marketing and e-commerce for Lacoste, Verizon and L'Occitane at WPP Mediacom and Omnicom's Resolution Media.

Gary establishes PDM as the leading cultural podcast agency - the first providing advertisers with access to 400+ shows.

Inks partnerships with P&G, AMEX, AT&T, New York Times, Walmart, Visa, HBO, Toyota, Showtime, Walgreens, Universal Studios, Paramount Pictures, McDonald's and many more.

Wins 2024 ANA Marketing Excellence Award; and in 2025, ADCOLOR names Gary as Innovator of the Year, and PDM wins 2 OMMA Finalist Awards





*Click here to watch video from Gary's inspiring speech to young professionals.*

# BREAKING BARRIERS

Gary built PDM on a simple but powerful belief: that culturally connected audiences deserve more than an afterthought in a media plan. Brands noticed. The NBPA came to the table with an exclusive deal giving PDM access to podcasts from active NBA players. McDonald's, the same brand where Gary got his start, signed a multi-year, multi-million-dollar partnership in 2022. They're proof that when you build something authentic, the world's biggest brands follow.

**80+**

experiential events

**1007M+**

monthly reach

**400+**

shows

**“PDM HAS EXPERIENCED PHENOMENAL GROWTH – 1065% YEAR OVER YEAR. GARY HAS EXPANDED PDM OFFERINGS INTO EXPERIENTIAL, INFLUENCER, AND NIL SPACES.”**



# DRIVING COLLABORATION

## PODCAST PARTNERS

AMERICAN EXPRESS	WALGREENS	GATORADE
HBO	P&G	TYLENOL
COCA COLA	NISSAN	CHASE
MCDONALDS	SHOWTIME	SMART WATER
LEXUS	HARRY'S	STARBUCKS
BET	UNIVERSAL STUDIOS	STATE FARM
VISA	ULTA BEAUTY	
CAPITAL ONE	WALMART	
FORD	HULU	

## FEATURED SHOWS

TKBS NATION	GIRL STOP PLAYING
DREAMS IN DRIVE	ROSES ARE DEAD
ELEVATHERS	CAVIAR AND WINGS
LATINOS OUT LOUD	KEEP IT POSITIVE SWEETIE
BEHIND THE MASK	MELANIN MONEY
THE MAMA'S DEN	JAY HILL PODCAST
BANKING ON CULTURA	SO WHAT NOW?
SAY LESS	GETTING GROWN
MONEY TALKS	DREAMS IN DRIVE
BLACK GIRLS TEXTING	THE FRIEND ZONE
	MORE TO THE STORY

# How Pod Digital Media Leverages Innovation to Deliver Meaningful Connections for Brands

Discover the Trends and Future of the Podcast Industry

BY TERRY RICE EDITED BY DAN BOVA JUN 7, 2024

Share



Pod Digital Media

Ever wonder how you can connect with new people at a networking event without making it awkward? Lean into it.

BLACK ENTERPRISE

NEWS

## POD DIGITAL MEDIA SCORES MULTI-YEAR DEAL WITH MCDONALD'S, USA

Pod Digital Media, the first multicultural podcast agency network, announced a groundbreaking advertising partnership with McDonald's today.

NEWS

the grio

## Pod Digital Media is bridging the gap within podcasting's racial divide

US podcast ad spending is set to cross \$1B this year—Pod Digital Media is ensuring Black and brown podcasters are getting the money they deserve

DANELLE JAMES  
MAY 12, 2021

Podcast ad spending is becoming a new source for revenue spend for advertisers that are looking for new and additional ways, outside of radio, to advertise. Podcast advertising is a great way for companies and brands to reach a diverse audience. According to Nielsen data, non-white adults represent about 33% of the US population, yet they make up 41% of total podcast listeners monthly.

# UPLIFTING PODCAST ADVERTISING

# ADWEEK

REGISTER NOW: ADWEEK House: POSSIBLE | April 27-28

MINIMBA AGENCIES BRANDS CRE

SOCIAL MEDIA WEEK ADWEEK BUILT FOR THE PEOPLE BEHIND

SUBSCRIPTION ONLY

AUDIO & PODCAST NEWS

## Podcast Ad Spend to Surpass \$3 Billion in 2025, IAB Projects

At the trade group's annual Upfront, industry leaders highlighted measured multicultural audiences, and mid-tier shows as key growth drivers.

OCTOBER 1, 2025

Forbes

## POD Digital Media: The First Full-Service Agency For Multicultural Podcasters

By Adam Mitchell, former contributor to cover entrepreneurship and startups emerging industries.

adexchanger

## Black-Owned Pod Digital Media Has A Deal With McD's And Big Plans To Grow Its Multicultural Podcast Network

By Anthony Vargas

FRI, MARCH 4TH, 2022 - 11:48 AM

McDonald's has been criticized for alleged bias against Black-owned media.

For example, the fast-food giant is being sued by media mogul Byron Allen, owner of The Weather Channel, Entertainment Studios and Allen Media Group, for not doing enough to honor its commitment to dedicate 10% of its ad spend to minority-owned media companies by 2024.

But McDonald's recently made an investment in a Black-owned podcast media company that runs counter to these accusations.

AdAge

## Uncomfortable Conversations: Black podcasters need brands to invest long-term

YouTube

LIVE

CONFERENCE OF WHAT THE BOY SAYS AND OF CO

SUPPORTING MINORITY VOICES

INDIANA'S MOST WATCHED NEWS CHANNEL

How to support minority voices this Juneteenth

129 Views 3 years ago

As you may know, Juneteenth commemorates the end of slavery in the U.S. It was first celebrated in Texas back in 1865 when enslaved African Americans in Galveston were told they were free. President Biden signed a proclamation making Juneteenth a federal holiday. We talk to Gary Coody, the founder of 'pod digital media.' It's the first multicultural podcast network. ...more



# THE INDUSTRY SPEAKS



Select endorsements from brand and agency partners.

**“GARY’S VERY FIRST JOB WAS AT MCDONALD’S...SEEING HIM NOW LEAD GAME-CHANGING CAMPAIGNS FOR OUR BRAND IS A POWERFUL REFLECTION OF HIS GROWTH, HIS HUMILITY, AND HIS THOUGHTFUL APPROACH TO BRAND-BUILDING.”**



**Bess Cades**

Director, Media Investment  
McDonald's

**PEPSICO**

**“FROM THE MOMENT WE  
BEGAN WORKING WITH GARY  
AND POD DIGITAL MEDIA, HIS  
MARKETING FORESIGHT AND  
CULTURAL FLUENCY HAVE BEEN  
AT THE CORE OF WHAT SETS  
HIM APART.”**



**Kimberly N. Scott**

Senior Director of Marketing,  
Frito-Lay North America  
PepsiCo

**“HIS WORK HAS RAISED THE BAR  
FOR INCLUSIVE MEDIA STRATEGY  
WITHIN OMG AND CREO – OUR  
INFLUENCER AND CREATOR  
MARKETING SOLUTION.”**



**Jonavan Smith**

Chief Financial Officer,  
U.S. Strategic Investments  
Omnicom MediaGroup

THANK YOU FOR CONSIDERING

**GARY GOICHY**

FOR EBONY POWER 100

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