



Mitch Lowe

Top Business Speaker and Entertainment Speaker, Co-Founder of Monte Carlo Streaming Film Festival, Co-Founding Executive of Netflix, Former President of RedBox

Mitch Lowe is a top business and entertainment keynote speaker, former COO of Redbox and founding executive of Netflix. Today, Mitch gives inspirational speeches around the world to corporations, conferences and students sharing stories of innovation, disruption and facing the challenges of building new products and services.

Mitch's biography

About Mitch Lowe

Mitch Lowe was one of the early pioneers in the movie rental industry opening video rental stores in the early 1980's building a chain of stores in Northern California called Video Droid. Mitch was active in the trade association representing that nascent industry and served on its national board and as President. In the early '80s Mitch tried to launch VHS Video Rental kiosks as well as a subscription-based website provider. In the late 90's Mitch joined Marc Randolph and Reed Hastings at Netflix as the video industry expert.

As VP of Business Development and Strategic Alliances for Netflix's first 5 years and as a member of its core executive team Mitch led many of the partnerships that drove new subscribers to join Netflix such as its partnership with Best Buy and DVD manufacturers.

Mitch left Netflix in 2003 after a successful IPO and joined the business development [team](#) at McDonalds Ventures to build a DVD vending machine business called Redbox. Mitch served as its COO and President for 8 years, growing the company from \$36k in first-year revenue to over \$1.5B in revenue 8 years later. He left in late 2011 and began investing in startups in various spaces eventually going Moviepass as its President in 2016. Most recently, Mitch received the "Distinguished Mentor Award 2021" from The Abrahamic Business Circle.

Over the past few years, Mitch has also produced several movies including Gotti, American Traitor: The Trial of Axis Sally and 10 Minutes Gone.

Mitch Lowe speaks on the future of [leadership](#), [entrepreneurship](#), company culture, and the \$2 Trillion

entertainment industry. Mitch also speaks on strategic product launches — and the critical roles of intuition perseverance, analytical thinking and love.

Mitch's talks

- **Facing Tough Leadership Decisions**

Remember when Netflix decided to increase their monthly fee by 60% or when Redbox raised their rental prices higher than \$1 per night? Drawing on instances from his time at Netflix and Redbox, Mitch explains decisions made when the companies faced existential and strategic crises, providing reasoning behind those decisions and their effects—for better and/or worse. Mitch discusses the wrong ways to make a decision and which factors are actually not helpful in the decision making process. He then details how to make a well-informed decision by looking holistically at the pros and cons, the processes and resources through which a decision is implemented, and the likelihood of success. This, along with Mitch's other presentations, can be tailored to the audience, whether they be marketing, sales, operations, strategic based.

- **Creating a Winning Culture**

Theory and strategy are important, but execution is absolutely crucial. Sharing stories from his experiences at Netflix and Redbox, Mitch reveals the framework for designing and implementing a positive and winning culture.

The culture that developed in the early days of Netflix played a large role in the success of the company, and when Mitch took over as Redbox President he brought that culture with him. While, Redbox—a Chicago based company with midwest values—was a very different company than the Silicon Valley based Netflix, Mitch was able to implement the framework of the successful Netflix culture and customize it to fit Redbox's goals and company values. In this presentation Mitch, shows how a winning culture can be customized to align with any company's unique philosophy to create an exceptional working environment that you and your employees will be proud of.

- **Building Teamwork to Achieve Innovative**

Results Innovation requires unwavering commitment and support throughout the entire organization, which is often difficult to achieve for two reasons: one, the financial commitment and, two, getting everyone onboard for disruptive work. In this presentation, Mitch details the processes to get the whole team on board to work together towards innovative results.