



Marc Randolph

AUTHOR · BUSINESS LEADER

Entrepreneur Speaker, Netflix Cofounder, National Bestselling Author, Executive Mentor and Angel Investor



VISIT MARC'S WEBSITE

About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- After Dinner Engagement
- Speaking

Topics:

- Business Strategy & Growth
- Growth Strategy
- Innovation & Digital Transformation
- Motivation and Inspiration

Biography Highlights

- Marc Randolph is a top entrepreneur and innovation keynote speaker, Netflix cofounder, angel investor, and an Amazon #1 bestselling author and podcast host of That Will Never Work. He has 40 years of experience as a Silicon Valley entrepreneur. In 2020, his book That Will Never Work: The Birth of Netflix and the Amazing Life of an Idea was named to Bloomberg's Best of 2020.

Biography

Meet Marc Randolph

Marc Randolph is a veteran Silicon Valley entrepreneur, advisor, and investor. As co-founder and first CEO of Netflix, he laid much of the groundwork for a service that's grown to over 275 million subscribers, and fundamentally altered how the world experiences media.

Marc's career as an entrepreneur spans four decades. He's founded or co-founded six other successful startups, mentored hundreds of early-stage entrepreneurs, and as an investor has helped seed dozens of successful tech ventures (and even more unsuccessful ones). Most recently, Marc co-founded analytics software company Looker Data Sciences, which was

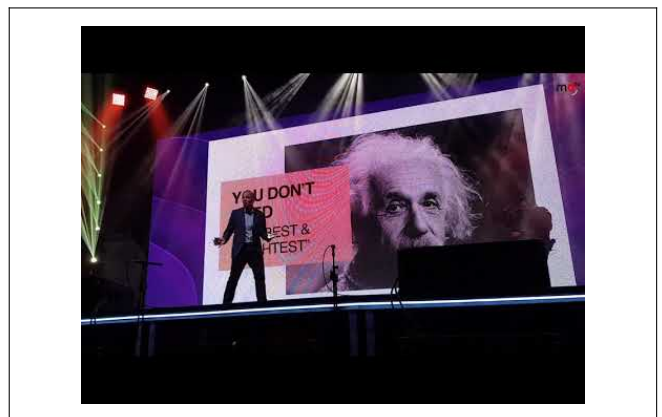
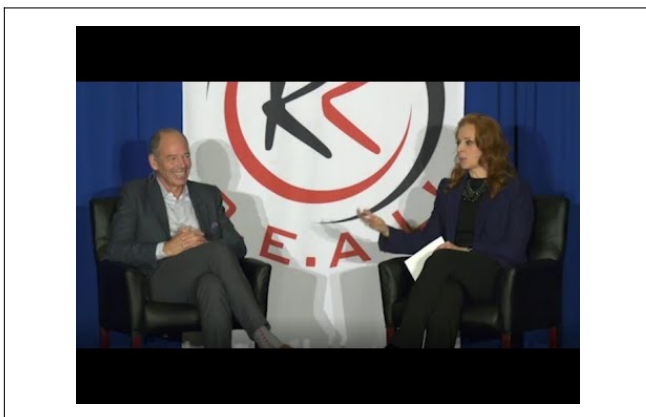
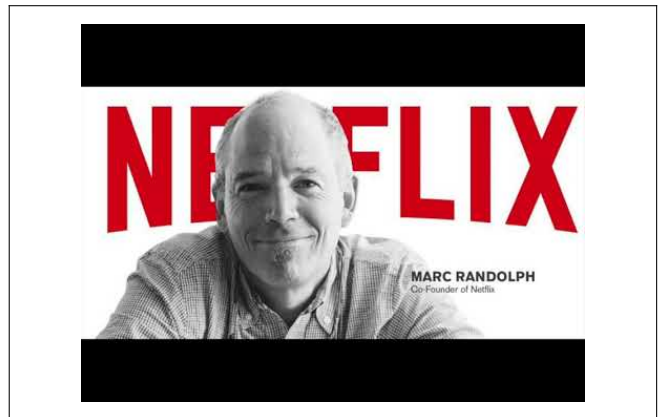
Websites:

- [Website](#)

acquired by Google in 2019 for \$2.6 billion.

Marc is also the author of the internationally best-selling memoir, *That Will Never Work: The Birth of Netflix* and *The Amazing Life of an Idea* which tells the untold story of Netflix. He is host of the top-10 Apple podcast *That Will Never Work*, where he works directly with entrepreneurs to provide 1-on-1 mentoring. Marc is also a judge and investor on *Entrepreneur Magazine's Elevator Pitch* web series.

Videos



Marc's Topics

"That Will Never Work: The Birth of Netflix and the Amazing Life of an Idea" Topic Description

Netflix Founder and startup CEO Marc Randolph shares the unlikely story of how a handful of dreamers with no money and a bad idea, created the company that eventually brought down Blockbuster. Packed with dozens of stories that trace the dramatic ups and downs of those first exciting years, Marc weaves an inspiring story that shows the value of innovation, persistence and optimism. Along the way he shares some of the many values that he believes made Netflix successful, including a focus on analytics and testing, its novel corporate culture, and its almost fanatical obsession with focus. Equal parts inspiration, start up story, and practical tips, it's a message that resonates well with anyone who appreciates a good "overcoming adversity" story.

Available: Virtually

How to get your company thinking like a startup

What Silicon Valley has to teach us about innovation. The world is changing rapidly – and companies that can't innovate effectively are going to be left behind.

But while innovation is easy to aspire to, it's hard to do. Netflix founder and startup CEO Marc Randolph will share dozens of effective tips, tricks and stories drawn from his 4 decades as an entrepreneur that will help you make your company more responsive to changing conditions – regardless of your company's size or industry.

Available: Virtually

Where do ideas come from

Learn how Silicon Valley's most exciting startups come up with their ideas and how they turn those ideas into reality.

Anyone who has taken a shower has had an idea, but how do you turn those ideas into reality? Netflix Founder and startup CEO Marc Randolph will share dozens of tips, tricks and stories drawn from his 4 decades as an entrepreneur that will help you more easily come up with innovative ideas, validate them, and get your new venture off the ground. Equal parts inspiration, start up stories, and practical tips, it's a message that resonates equally well with students, early stage entrepreneurs, and any businessperson looking to bring innovation to their business.

You'll laugh, you'll cry, you'll wonder who the hell comes up with this crap!

Available: Virtually

Netfixed

How a scrappy Silicon Valley startup brought down Blockbuster and built one of the world's best known brands.

Netflix Founder and startup CEO Marc Randolph shares the unlikely story of how a handful of dreamers with no money and a bad idea, created the company that eventually brought down Blockbuster. Packed with dozens of stories that trace the dramatic ups and downs of those first exciting years, Marc weaves an inspiring story that shows the value of innovation, persistence and optimism. Along the way he shares some of the many values that he believe made Netflix successful, including a focus on analytics and testing, its novel corporate culture, and it's almost fanatical obsession with focus. Equal parts inspiration, start up story, and practical tips, it's a message that resonates well with anyone who appreciates a good "overcoming adversity" story.

Available: Virtually

Testimonials

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Marc Randolph's presentation is the best we've had. We've brought in some of the biggest names you can imagine and they don't hold a candle to him. He's a must see for any audience.

Intelisys

“

Marc Randolph spoke at our PSC annual conference and he was without doubt our best conference speaker ever. In a strangely ironic way, Marc's view that 'nobody really knows anything' provides hope and inspiration that you don't need superhuman powers or some incredible insight to succeed. Better still all the so called experts that are supposed to know, well they don't really know either!

Paul
Managing Director
PSC Insurance

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There isn't anyone Marc can't inspire. Entrepreneurs or not, his inspirational story really humanizes taking risks and going after what you want, even if it isn't easy. He's funny, relatable, and leaves the audience with actionable steps to be successful.

Jess
CEO
Headbands of Hope

“

Our firm hired Marc to be a keynote speaker at Accenture's very important event in Spain. His story was very engaging and we all enjoyed his discussion about disruption, innovation and the Netflix story.

Beatriz Oriol
CEO
RPA Marketing

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Marc is a great storyteller with lessons that can be applied to all business; from startups to legacy brands. He is logical, down-to-earth and entertaining. His personal stories demonstrate a unique

perspective on transforming mindsets on behalf of companies and brands in an ever-evolving digital age.

Keith Darley

Director of Customer Experience
Aflac

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Marc Randolph spoke at many CIOsynergy conferences through North America and he was an outstanding speaker. His thought provoking keynotes have underlined Marc as one of our most demanded keynotes. His new book about Netflix will surely be a must read and we're looking forward to reading it and sharing it with our community of enterprise leaders. We need more inspiring books about how entrepreneurs take a dream and make it reality for our C-suite audiences who are themselves on the edge of inspiring innovation

Nepal Patel

CEO and Founder
CIOsynergy

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While Marc Randolph is certainly a successful entrepreneur and co-founder of Netflix, his most significant role may be that of mentor. I've seen it first hand on the campus of High Point University where Marc serves as Entrepreneur in Residence. Our students listen intensely to his advice and counsel, and they line up to receive feedback on their entrepreneurial endeavors and in general, their life path. In *Nobody Knows Anything*, Marc puts to paper a lifetime of learnings, trial and error, and a system to ensure the reader can embrace the type of growth mindset that creates success and significance.

Dr. Nido R Qubein

President
High Point University

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Marc Randolph leverages his decades of experience in Silicon Valley to encourage everyone, anyone and nobody to follow their dreams. Adopting his strategies to reduce time to insight, embrace risk, and simply take action, the reader will start to think like a start-up, develop as a leader and innovate.

Rebecca Nerad

Head of Global Marketing and Alliances
Bristle

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Everything turned out great for our program! Marc was amazing and we've heard nothing but positive feedback on his session.

Kaitlin Coyne

Premier Events Marketing
Price Waterhouse Coopers

Books

*The Birth of NETFLIX and
the Amazing Life of an Idea*



That Will **NEVER** Work

MARC RANDOLPH

CO-FOUNDER AND FIRST CEO OF NETFLIX

That Will Never Work

Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. These were the widely accepted laws of the land in 1997 when Marc Randolph had an idea. It was a simple thought - leveraging the internet to rent movies - and was just one of many more proposals, like personalised baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair - with Hastings as the primary investor and Randolph as the CEO - founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable but the twenty-first century's most disruptive start-up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when they pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts and determination can change the world - even with an idea that many think will never work. What emerges, however, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, *That Will Never Work* is not only the ultimate follow-your-dreams parable but also one of the most dramatic and insightful entrepreneurial stories of our time.

[BUY THE BOOK](#)

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Marc Randolph is available to book via these agencies

✔ **Recommended**



Speaking Agency



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