

# EMPLOYEE SPOTLIGHT

Get to know **Chris O'Grady**  
EVP, Sales & Partnerships



## MY FAVORITE PART ABOUT MY ROLE AT BREAKTIME MEDIA IS...

The people it has given me access to. From clients across the country to colleagues next door, I've made incredible friendships, mentorships, and connections that make work feel less like work.

## IF I COULD DESCRIBE THE TEAM IN ONE WORD, IT WOULD BE...

I'm going to cheat and give two — kind and collaborative. You would be happy to introduce your parents to any person at Breaktime. Everyone is welcoming, curious, and genuinely nice. If you ask our clients, we're always collaborating to find solutions for business problems, and we work incredibly well cross-departmentally to make sure our output meets or exceeds expectations every single time.

## I LOVE WORKING WITH DIFFERENT CPGS BECAUSE...

I use their products. Being a consumer, shopper, and buyer of products that we help take to market makes it so relevant. When we're thinking about how to position it, what to include in an experience, and what the key calls to action are, it's interesting to take a step back and say "Would I do this? How would I react to this messaging? Does this resonate with me?" I love the space because you're always in it, whether you're working, shopping, or going about your everyday life.

## WHEN I WAS A KID, I WANTED TO BE...

A clown. I remember my mom saving an article I clipped out of the newspaper about clown college from when I was maybe four or five years old. I was named class clown in high school so maybe I fulfilled my childhood dream a bit!

## IF I COULD LIVE IN ANY DECADE, IT WOULD BE...

The '90s! I was a '90s kid and some of my fondest memories are coming home from school, hopping on my bike, going nowhere with my friends, and just having to be home before dinner. Nowadays, having cell phones attached at the hip can take away from being in the moment as much as we used to be. I miss that and have started putting away my phone from 5:30 p.m. to 7:30 p.m. so that my family (kids, dogs, and wife) have my undivided attention. It's been a great change.

## IF I COULD MEET ANYONE, DEAD OR ALIVE, IT WOULD BE...

Pino Lella from the book *Beneath a Scarlet Sky*. The book is a “fictionalized true story” in which Pino is the main character. I just want to ask him what was real in the book and what wasn't. It was something I could not put down and believe. I think he'd make for an incredible conversation.

## I LOVE BREAKTIME MEDIA BECAUSE...

Of our awesome people, innovative culture, and kick @\$\$ product. We have fun, we work hard, and we learn together. Breaktime rocks!