

### Interview Assessment #3

**Name of Professional:** Mike Orren

**Profession/Title:** Chief Executive Officer

**Business/Company Name:** Belo Media Group

**Date of Interview:** October 11, 2017

My third interview was conducted with Mike Orren who is the Chief Executive Officer of Belo Media Group. In the past, he founded an advertising company called Speakeasy but later left it to pursue a better opportunity. I was able to see how differing choices have affected his life and the importance of taking risks in order to further one's skillset.

The mission of a company will change over time. In the beginning, I may start out thinking my company is made for one purpose, but it would entirely change depending on what the customers want. I must be able to satisfy their needs so I get continued support from them. There has to be comfort with letting the customers drive how the business is run and it will not always be exactly what the owner had in mind. In terms of Mr. Orren, he is in marketing so he spun the company to more of a content marketing agency instead of just social media. He found a niche and wanted to see if he could build an unrelated business to help the Dallas Morning News.

An important point that he stressed was to never want to go out looking for funding. It is important to go as far as possible without having to ask another for funds. Once I begin to do so, I will constantly owe someone back and there could be higher chances that I end up going in debt. Also, in terms of advertising, word of mouth is the most effective way to go. I must remember this and truly take it into consideration because Mr. Orren runs a marketing business and he knows all about this. I can see how word of mouth has the highest success rate because people generally tend to trust one another and listen to each others suggestions.

In order to conquer one's competitors, the individual must approach is generally by showing results and proof that they are succeeding. They need to find a way to differentiate themselves on their level of service. I have to change my mindset to never think about the price game and always play on quantity and results. At the end of the day, the inflow of money will only come if there is quality and confidence in the business, so I cannot make decisions solely based on how much profit it will bring me. There must be other factors taken into consideration that will steer the company to become stronger company as a whole.

When asked for a description of his everyday tasks, Mr. Orren responded saying that "If one can find an entrepreneur who can do that, they are not an entrepreneur". This message really stuck with me as I had not heard anything like it before. It was interesting and it showed truly how complex entrepreneurship can become. It is important for me to find ways to do new things every day and always build upon my knowledge. Nothing should be too simple and too easy or

else I will not grow and learn from it. The challenges and new problems will be essential in shaping me to become more versed and knowledgeable about the business.