

Meet the Tech Aunties

Episode 1 · Introduction · May 6, 2023

In this inaugural episode, hosts Angelia McFarland and Gina Rosenthal introduce themselves, share the story behind the name 'Tech Aunties,' and lay out what listeners can expect from both the marketing and technology tracks of the show. Over tea — literally — two industry veterans explain why they believe marketing and technology are inseparable, and why now is the moment to have this conversation.

SPEAKERS

Angelia McFarland

Co-host; tech marketing veteran and founder, EOP Media

Gina Rosenthal

Co-host; technologist, product marketer, and founder, Digital Sunshine Solutions

TRANSCRIPT

ANGELIA MCFARLAND

Welcome to the Tech Aunties podcast, where we're bringing you industry context and vision from myself, Angelia McFarland, and Gina Rosenthal. On each podcast, we will share our marketing and technology industry experiences along with the team. Listen to us as we explain the past so you can have context to understand and create your own version of the future. So let's get into it.

ANGELIA MCFARLAND

So, Gina, this is exciting. We are two industry veterans who have worked together. We worked together directly for a few years, but stayed in contact and stayed with the industry and just recently got together and saw all of the things. Well, we started talking over tea — and Gina had the wonderful idea: we should start a podcast.

GINA ROSENTHAL

Was it my idea? Was it?

ANGELIA MCFARLAND

I think it was yours. And we're going to spill a lot more to you today. So I'm going to start and kind of intro myself, and then give you a brief intro to Gina and let her introduce herself. My name is Angelia McFarland. I have been in tech marketing for my entire career — over 25 years. I had the pleasure of meeting Gina Rosenthal during my time at Dell Technologies. She was a giant in social media before most people were even on Twitter.

GINA ROSENTHAL

Guilty. So — I've been in tech for decades. I started out as a technical trainer and training developer. I've always been interested in helping people learn more. I've been at all of the big vendors — EMC, Dell, VMware, and lots of startups in between. I've started my own business doing fractional product marketing services for companies doing cool new things in composable infrastructure and AI. Digital Sunshine Solutions dot com.

ANGELIA MCFARLAND

I am also doing something similar — fractional product marketing services. My agency, EOP Media dot com, is focused on the product side of marketing. So let's talk about why we went with 'aunties.' Culturally, for both Gina and me — I was raised African American, and Gina's background is Native American and other things — the concept of an aunty has a very specific meaning. My aunties were not my parents. You could go to them and ask any question you wanted, not worry about it getting back to your parents. And as an aunty yourself, you see it as your role to help your nieces and nephews rise above where you were. You push them. You guide them.

GINA ROSENTHAL

For me, I grew up with mentors who were at the end of their careers and could see that what I was facing was very similar to something they had already lived through. They mentored me through it, and I appreciate that so much. I hate seeing young people get into the industry and just fall in line when they're brilliant. If you've got a brilliant idea, you need to figure it out and run with it — but you're going to have to learn how to zig and zag through the politics. There are ways around it, and you don't learn that until it happens to you.

ANGELIA MCFARLAND

I have a series of six marketing podcasts that will explore the power that marketers have, how we have allowed that power to be taken from us, and how critical it will be for us to be at the forefront of the impending chaos. Marketers make sense out of chaos. They direct chaos. And Gina's technology episodes will give you the basics of new technical terms and things your executives are going to chase — so you have a vocabulary to ask questions and make plans.

ANGELIA MCFARLAND

Thank you all for joining us. Connect with us on LinkedIn or Instagram. I am Angelia McFarland and Gina is Gina Rosenthal — just like it sounds. You can find this and other episodes at Tech Aunties dot com. Until next time.

GINA ROSENTHAL

Oh yeah, obviously.

The Original Tech Aunties | eopmedia.com/podcast-appearances
Seasons 3 and forward: open.spotify.com/show/3EFJc29Q118NwhRxerS7NS