ZORBIANT TO PRODUCE THE FIFTH SEASON OF TRANSFORMING INSIGHT PODCAST

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- For Immediate Release -

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Full-service podcast production agency Zorbiant is proud to announce that it has again been chosen by the Insight Management Academy to produce the latest season of its highly popular Transforming Insight podcast. This will be the fifth season the two brands have worked together on, and the next episode will launch on the 14th of September, 2023.

Podcasts are now one of the most popular forms of media in the world, with millions of listeners tuning in to their favourite shows every day. Bristol-based Zorbiant is a dedicated podcast production agency that is committed to helping its clients unlock the many benefits that a podcast can bring. The experienced team can support clients every step of the way, helping them elevate their brand and put their show in front of their ideal listeners possible.

Over the last eight years, the forward-thinking brand has worked with countless podcasts and clients from across the UK and the US. Over this time, Zorbiant
has expanded its services to include everything from podcast launch, podcast production, podcast editing, and marketing services, and even virtual event production. The innovative team specialises in delivering powerful brand stories that not only connect with audiences but make a lasting impact.

For the past two years, Zorbiant has been working with the Insight Management Academy, (IMA) the world's leading authority on transforming corporate insight teams, to produce its highly popular podcast - Transforming Insight. This unique podcast explores all 42 secrets outlined in the Transforming Insight book authored by the host – James Wycherley. Transforming Insight is a podcast for anyone who has the ambition to transform their corporate Insight team and create an Insight-driven organisation. The podcast has interviews from senior corporate Insight leaders such as Sainsbury's, Habitat, ASOS, and Carlsberg, delving into books that have inspired them, and discussing new best practice research carried out with the IMA's corporate members.

When looking to initially launch the Transforming Insight podcast, IMA was looking for a partner that could manage the entire production and distribution of the show, tasking them to reach both new and existing audiences and create awareness of IMA's forum and consulting services. After a competitive pitch process, one of the UK's leading podcast production agencies - Zorbiant
was employed to manage the first season, and since then, the pairing has continued to grow from strength to strength. Since the first episode, the podcast agency has helped the IMA to produce four further seasons and is now honoured to be working on their fifth season in September.

Once again set to be hosted by James Wycherley, Chief Executive of the Insight Management Academy, the fifth season of Transforming Insight will build upon the previous four seasons and continue to provide unrivalled access and information into the world of corporate insight. The Zorbiant team is currently working closely with IMA on the fifth series, with the new episode set for launch on Thursday, 14th September.

Speaking ahead of the fifth season, **Rahul Jerome, founder and MD at Zorbiant – The Premier Podcast Agency** added, *"We are incredibly honoured that the team at the Insight Management Academy has chosen Zorbiant to manage the production, marketing, and launch of the fifth season of the Transforming Insight podcast. We have enjoyed a fantastic relationship with the company over the past few years, and it has been a pleasure to watch the podcast grow and reach an ever-growing audience.*

The popularity of podcasts is showing no signs of slowing down, and we are working hard in conjunction with IMA to deliver the fifth season of the show, and we are confident that it is going to be a great series!"

To learn more about Zorbiant and the extensive array of podcast services on offer, visit https://www.zorbiant.com.

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Further information on the Insight Management Academy can be found at https://www.insight-management.org, while the Transforming Insight podcast is available on all leading podcast platforms, the website can be found here - https://podcast.insight-management.org/.

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