

Heather Osgood is the founder of True Native Media, a boutique podcast representation agency specializing in podcast advertising. With an extensive background in radio advertising and love for podcasting, Heather was in a unique position to start an agency that could help both advertisers get better results and assist podcasters in finding sponsors. She is an influential voice in the podcast advertising space and has sold over 50K ads in the last five years. Heather is also the Podcast MoneyMaker's creator, a course designed for podcasters who want the formula, tools, and tactics to get advertisers in 6 weeks. Heather can be credited for contributing her expertise to major podcasting events like Podcast Movement, PodFest, and more. She is the host of The Podcast Advertising Playbook, a show dedicated to educating anyone interested in podcast advertising. When Heather is not playing matchmaker to brands and podcasts, you will find her hiking and spending time with her family at the beach.

LinkedIn: <https://www.linkedin.com/in/podcastadvertising>

Twitter: <https://twitter.com/truenativemedia>

Instagram: <https://www.instagram.com/truenativemedia>

YouTube: <https://www.youtube.com/channel/UCLrMBeMSOIIMBSwEejbni2A>

The Podcast Advertising Playbook: <https://www.podcastadvertisingplaybook.com/>

Website: <https://truenativemedia.com>

The Podcast MoneyMaker Course: <https://heatherosgood.com>