Company podcasts, decoded

Eighteen company podcasts, each set against what its maker sells. Read 26 October 2026.

SHOW	MAKER: WHAT IT SELLS	WHAT THE SHOW IS ABOUT
ABOUT THE CUSTOMER'S WORLD · 8		
Wild Ideas Worth Living	**REI Co-op**: outdoor gear and clothing	Outdoor adventures, for people who love them
Camp Monsters	**REI Co-op**: outdoor gear and clothing	Campfire legends, told to entertain
The Stack Overflow Podcast	**Stack Overflow**: knowledge tools, ads	How software gets built, for developers
Shopify Masters	**Shopify**: commerce software	Founders' brand stories, for people starting out
Teamistry	**Atlassian**: team software, such as Jira	Stories of teams that did something hard
Marketing Against the Grain	**HubSpot**: marketing and sales software	Marketing tactics and AI tools, for marketers
Choiceology	**Charles Schwab**: brokerage, banking	Decisions, and the research behind them
Hello Monday	**LinkedIn**: a professional network	How work is changing, for your own career
ABOUT THE MAKER'S TRADE · 6		
Thoughts on the Market	**Morgan Stanley**: investment advice	Its own analysts' short takes on the markets
HBR IdeaCast	**HBR**: ideas for leaders, by subscription	Interviews with management thinkers
WorkLife	**TED**: talks and conferences	Building a career, with founders and creatives
The Bike Shed	**thoughtbot**: builds apps for clients	Its developers on their own coding work
Your Money, Your Wealth	**Pure Financial**: retirement planning	Listeners' retirement and tax questions
Twenty Thousand Hertz	**Defacto Sound**: sound for brands	The stories behind famous sounds, for anyone
ABOUT THE MAKER ITSELF · 4		
Salesforce Admins Podcast	**Salesforce**: CRM software, AI agents	Running Salesforce, for its admins
REWORK	**37signals**: Basecamp and other apps	Its co-founders on running their business
Search Off the Record	**Google**: Search, Gemini, Android, Pixel	How Google Search works, for SEOs
Inside Trader Joe's	**Trader Joe's**: 633 grocery stores	Its own products and stores, for its shoppers

Match the show to what you sell

Firms that sell goods or software mostly made shows about their customer's world (7 of the 8 here). Firms that sell expertise or content made shows about their trade (all 6). Shows about the maker itself mostly serve people who already use it (3 of the 4: admins, SEOs, shoppers).

→ Start from the group whose makers sell what you sell; save a product show for people who already use it.

Overleaf: how each show is made, how often it publishes, whether it is still going, and how five handled a change of host.

SHOW	FORMAT	LENGTH	HOST	SINCE	EPISODES, PAST YEAR	LATEST
ABOUT THE CUSTOMER'S WORLD						
Wild Ideas Worth Living	Interview	29 min	A journalist	2016	**52** · weekly	20 Oct
Camp Monsters	Story	35 min	A host-writer	2019	**5** · in seasons	15 Oct
The Stack Overflow Podcast	Interview	29 min	Staff	2009	**119** · 2 a week	23 Oct
Shopify Masters	Interview	34 min	Two hosts	2014	**97** · 2 a week	20 Oct
Teamistry	Story	31 min	Outside: a filmmaker	2020	**0** · none	Feb 2023
Marketing Against the Grain	Conversation	31 min	Executives: CMO, SVP	2022	**89** · 1 to 2 a week	22 Oct
Choiceology	Story	34 min	Outside: a professor	2018	**11** · in seasons	19 Oct
Hello Monday	Interview	29 min	Staff: an editor (2019)	2019	**55** · weekly	26 Oct
ABOUT THE MAKER'S TRADE						
Thoughts on the Market	Commentary	5 min	Staff: its analysts	2019	**254** · weekdays	26 Oct
HBR IdeaCast	Interview	30 min	Staff: two HBR editors	2006	**70** · weekly, plus	20 Oct
WorkLife	Interview	44 min	Outside: company builder	2018	**56** · weekly	27 Oct
The Bike Shed	Conversation	40 min	Staff: its developers	2014	**31** · with breaks	13 Oct
Your Money, Your Wealth	Listener Q&A	44 min	Inside: its advisors	2009	**52** · weekly	20 Oct
Twenty Thousand Hertz	Story	34 min	Executive: the founder	2016	**27** · fortnightly	19 Oct
ABOUT THE MAKER ITSELF						
Salesforce Admins Podcast	Interview	31 min	Staff: a senior director	2014	**48** · weekly	15 Oct
REWORK	Conversation	27 min	Staff: host, co-founders	2017	**31** · mostly weekly	26 Aug
Search Off the Record	Conversation	29 min	Staff: its search team	2020	**16** · irregular	13 Oct
Inside Trader Joe's	Conversation	23 min	Staff: its own crew	2018	**22** · 2 a month	26 Oct

Still going?

16 of the 18 published in the 30 days before 26 Oct. Several took breaks of two months or more and came back. Two began as fixed runs: Inside Trader Joe's as five episodes in 2018, Hello Monday as 13 weeks in 2019.

→ Commit to a run you can finish.

Who hosts, and five changes

12 of the 18 are hosted by the company's own people. 5 of these shows changed hosts, and all 5 kept their Apple listing and earlier episodes. Choiceology (2018) and WorkLife (2026) kept their name but swapped the host's name after "with".

→ Keep the host's name out of the show's name, or put it after a "with".

Sources. each show's Apple Podcasts listing, RSS feed and maker's site, read 26 Oct 2026; host histories from the shows' own pages, The Takeout, Adweek and the Shorty Awards.