

bio

Diane Warren, Founder

Diane Warren is Founder and President of BounceOLOGY, a full service project management company. Bounce will help executives and client companies solve problems, activate initiatives and “bounce” to results. The BOUNCE engagement insures a complete process; studying quickly, recommending sensibly, spending judiciously, activating wisely and executing completely to results. Bounce is consulting customers in the consumer products, non-profits, technology, homeland security and other fields. Diane is particularly interested in helping growing companies realize their potential and determined entrepreneurs build their businesses.

Diane is President of Operations for the HD Digital Radio Alliance (a BounceOLOGY client). The HD Radio Alliance is a joint initiative of leading radio broadcasters to accelerate the successful rollout of HD Digital Radio. Ms. Warren is responsible for managing all aspects of the Alliance, and reports to the CEOs of the member companies including: Beasley Broadcast Group, Bonneville International, Buckley Radio, CBS Radio, Citadel Broadcasting, Clear Channel Radio, Emmis Communications, Entercom, Greater Media and WBEB Philadelphia. The Alliance’s responsibilities include working with agency and media partners to build consumer awareness of HD Radio and being the primary liaison for HD Radio marketing partners. By the end of 2009 after four years of marketing, the Alliance will have executed radio campaigns surpassing \$900m++ and done web, outdoor, mobile marketing, auto show, mobile texting, on-line, print advertising and generated a vast amount of trade and national press including USA Today, New York Times and the Wall Street Journal. The Alliance marketing efforts include two web sites, www.HDRadio.com and www.HDRadioAlliance.com. The Alliance coordinates relationships with iBiquity Digital, HD Radio manufacturers, radio broadcasters, retailers, media and the industry stakeholders like the National Association of Broadcasters’ HD Radio Marketing Task Force.

Previously, Ms. Warren served as Senior Vice President of Marketing and Communications for the Alliance. Prior to joining the management team for the HD Digital Radio Alliance, Ms. Warren was Senior Vice President of Corporate Communications and Marketing for Clear Channel Worldwide. She joined Clear Channel in 1998, reporting directly to the CEO as a Senior Vice President of Communications with the responsibility for all corporate communications,

marketing, non-profit relationships, grassroots lobbying, synergy programs and the building of Clear Channel's intranet. This industry-leading intranet portal, called the CCRC is still used today by the company. The company's communications elements at the time were deliberately focused to help the four Clear Channel divisions (168 merged companies), the 63,000 managers and employees operated in 63 countries building synergies, revenue and maximizing operational efficiencies. Ms. Warren also oversaw marketing and branding for Clear Channel corporate including the roll out of the current logo and division name changes in early 2001. She also oversaw the Clear Channel Relief Fund which raised over \$20m for the Red Cross after September 11, 2001.

Ms. Warren was founder and President of RadioAE.com, the first subscription interactive Web site in the radio industry providing ideas, information and tools for radio sales professionals on-line. In 1998 she sold that company to Clear Channel and joined Clear Channel as a corporate officer reporting to CEO Mark Mays.

As a almost 30-year veteran of radio sales and management, Ms. Warren held various sales positions in Dallas (Shamrock Broadcasting), Philadelphia (Lyn Broadcasting), and Washington (Greater Media and US Radio) and managed sales departments in Raleigh (US Radio), Cincinnati (Dalton Group) and Atlanta (CapCities, ABC, Disney – then Granum, Infinity, CBS). In most of these cases, she moved to opportunities as the dynamics of radio changed with consolidation, mergers and acquisitions. Ms. Warren's radio experience spans many formats including AC, Country, Urban, News and Oldies and she was innovative in the areas of sales operations, training, packaging, coaching and non-traditional revenue generation. Ms. Warren worked with radio customers and advertising agencies at the national, regional and local level assisting with their marketing and promotional campaigns. Ms. Warren won awards throughout her career for "selling anything that wasn't nailed down"; driving revenue with unique marketing strategies and ideas has always been her forte.

Ms. Warren has her BA degree from the University of Maryland. She lives in San Antonio, Texas. Her husband is a United Methodist Minister and between them have four children and three grandchildren. She is actively involved in faith-based, non-profit community service work and is a huge sports fan. Diane has been nominated for the American Marketing Association's 2009 Non-Profit Marketer of the Year and has won other professional and civic awards and honors.

detailed bio

Radio Stations

Sales: Dallas, Philadelphia and Washington

Sales Management: Raleigh, Cincinnati, Atlanta

Radio Formats: Adult contemporary, Urban, Big Band, Beautiful Music, Traditional Country, Young Country, Gospel, Oldies and News Talk

1982-1997

Over 15 years, Diane worked for Shamrock Broadcasting, LIN Broadcasting, Greater Media, Graham, The Dalton Group, CapCities, ABC Radio, Disney and CBS. – in all cases she entered new situations (often in a new major market and with a new product) and successfully grew revenue. She was innovative in developing new business initiatives and aggressively met her objectives. She specialized in recruiting sellers, training, NTR programs, systems, advertising agency work and inventory management. Diane launched new formats, built legacy brands and worked with an array of local, regional and national advertisers in the planning and execution of their radio campaigns. Diane has had many sellers working for her who are now star producers and managers in the radio business.

RadioAE.com

Founder and President

1997-1998

Diane created and developed the first subscription based on-line magazine and electronic resource library for the radio business in the days when on-line information was new, inventive and experimental. RadioAE.com was the first interactive web site to be branded and marketed to radio stations; it set the stage for many on-line products to follow in the radio business. RadioAE.com provided sellers in the radio business information and tools to improve their franchise and grow their business. Diane sold RadioAE.com in 1998.

Clear Channel Worldwide

Senior Vice President

1998-2009

Clear Channel bought RadioAE.com and Diane joined the corporate staff for the largest owner of radio stations. The company owned TV stations, radio stations and a small number of outdoor businesses at that time. The proceeding years lead to 168 mergers and acquisitions. Reporting to the Clear Channel's CEO

Mark Mays, Diane was responsible for corporate communications, marketing, non-profit relationships, grassroots lobbying, synergy programs between the Clear Channel divisions and the strategy and construction of the first Clear Channel Resource Center – the intranet where 50,000 employees worldwide across the four Clear Channel divisions (radio, TV, entertainment and outdoor businesses) among 63 countries used the CCRC to as a universe to communicate ideas, build synergies and to grow their businesses. This CCRC was the primary business tool to share information about revenue generation projects for many years and the resource offered employees actionable resources to help them grow revenue, grow efficiencies and to share information. Diane also led the roll-out of the Clear Channel branding with the new c-mark logo and the first three international branding campaigns. She opened the Clear Channel Washington, D.C. lobbying effort and managed corporate events and managers meetings for years. Diane built a staff who worked remotely around the country managing the CCRC, The Clear Channel Company Store and many other initiatives.

**HD Radio Digital Alliance
Non-Profit Industry Alliance
President of Operations**

2006-current

Diane was a loaned officer from Clear Channel to this coalition of national broadcasters from 2006 to early 2009. Currently she is the President of Operations. The Alliance was chartered to drive the adoption of HD Radio with broadcasters, manufacturers, retailers and automakers. Diane developed the strategy and executed the branding, advertising and public relations of HD Radio and over \$900M in radio advertising over the first 4 years and the consumer marketing continues to grow in 2009. The Alliance has been and continues to be the largest advertiser on the radio – the HD Radio, Discover it! followed by the HD Radio, Upgrade it! branding campaigns are well recognized in the top 100 markets in the US. The Alliance marketing has included PR efforts, retail positioning, newspaper inserts and ads, on-line and web, mobile and newspaper inserts and ads. Diane has been nominated for the 2009 American Marketing Association's Non-Profit Marketer of the Year.

**BounceOLOGY, LLC
Founder and President
2009- current**

Diane opened BounceOLOGY in April 2009 to build a full service project management company. Bounce will help executives and client companies solve problems, activate initiatives and "bounce" to results. The BOUNCE



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