

Brad Kish

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Dynamic Sales Executive & Transformational Team Leader

Strategic and results-driven sales executive with over 15 years of experience in driving revenue growth, optimizing sales strategies, and leading high-performance teams. Renowned for building resilient, results-oriented sales teams that consistently exceed targets across digital, radio, and OTT platforms. Known for combining a customer-centric approach with data-driven decision-making to achieve groundbreaking results and foster inclusive, engaged workplace cultures.

KEY EXPERIENCE

Senior Vice President of Sales

IHEARTMEDIA | RIVERSIDE, CA | JANUARY 2024 – PRESENT

- Directed a team of Account Executives, implementing data-driven strategies to optimize performance across radio, podcast, OTT, and digital sales channels.
- Focused on team development and operational excellence, enhancing overall effectiveness and positioning the team for sustained success.
- Developed and executed tailored sales strategies that aligned business goals with clear KPI tracking, driving sustained revenue growth.
- Directed strategic sales activities to expand the new business pipeline and optimize the product mix, enhancing client satisfaction and profitability.
- Fostered and strengthened key account relationships, streamlining account management processes to maximize client engagement and long-term success.

Regional Sales Manager & Interim Director of Sales

AUDACY | MADISON & MILWAUKEE, WI | APRIL 2022 – JANUARY 2024

- Proven leadership experience managing a high performing team in a rapidly evolving industry.
- Developed a hunter mentality in a 13-person sales team, resulting in \$14M+ annual revenue and 24% YoY new business growth over 3 years.
- Collaborated with Regional SVP to restructure the Milwaukee sales team and growth strategy, accelerating performance and driving profitability from loss in 2021 to 28% in 2022.
- 1 of 10 Audacy sales leaders selected from across the country to serve on Audacy's Sales Advisory Board, providing strategic insight to the company's C-level executives.
- Serves as our region's corporate DEI & EEO liaison, spearheading transformative diversity, equity, and inclusion initiatives, fostering a more inclusive workplace.
- Nurtures a "people-first" team culture, leading to top employee satisfaction and retention rates— Madison ranks #1, Milwaukee #9 among Audacy's 48 markets.

Sales Manager

AUDACY | MADISON, WI | JANUARY 2021 – MARCH 2022

- Led both remote and onsite sales teams achieving 9% over target annual performance and driving YoY revenue growth of 27% in 2022.
- Drove profitable revenue growth and maintained a 37% profit margin, leading Audacy's 48 markets.

- Developed and implemented tactics and training for a 7-person sales team, yielding 24% YoY digital revenue growth in 2021 and an outstanding 147% YoY growth in 2022.
- Launched and monetized the state's first LGBTQ+ radio and streaming platform, creating a new revenue stream that grew to account for 14% of total revenue over 3 years.
- Forecasted revenue performance weekly to guide sales initiatives and ensure quota attainment.
- Oversaw recruitment, conducted weekly 1:1s, led sales meetings and trained and supported sales teams to consultatively sell Audacy's diverse portfolio of audio and digital products.

Account Executive

AUDACY | MADISON, WI | AUGUST 2018 – DECEMBER 2020

- Self-motivated team player who consistently surpassed goals — 103% to annual quota in 2019 and 116% to annual quota in 2020 despite depressed ad market due to Covid-19 lockdown.
- Aggressively prospected and qualified new business through cold calling, networking, and market research while leveraging existing client relationships to incrementally grow revenue YoY.
 - ◆ New Business Champion: 2019, 2020 – accounting for \$1.7M and 21% of total market revenue.
 - ◆ Achieved overall incremental growth of 284% on existing business over 2 years.
- Conducted high-level discussions with C-level executives and decision-makers in automotive, healthcare, education, government, legal and financial industries in B2B and B2C sales situations.
- Maintained 88% client retention by positioning myself as a consultative marketing partner through proactive communication and providing data-driven, actionable, insights driving increased ROAs.
- Utilized Salesforce (CRM) to provide timely and accurate sales activity tracking and status updates.

OTHER PROFESSIONAL EXPERIENCE

Personal Assistant

VARIOUS HIGH-PROFILE CLIENTS (NDA) | LOS ANGELES, CA | FEBRUARY 2015 – JULY 2018

- Skillfully managed demanding schedules, orchestrated events, and ensured absolute confidentiality in all interactions. Seamlessly facilitated communication, handled travel logistics, and maintained the client's online presence with an eye for detail and creative problem-solving.

Event Marketing & Fundraising Coordinator

CALIFORNIA ENTERTAINER OF THE YEAR / "HEEL" HATE • WEST HOLLYWOOD, CA • JUNE 2009 – OCTOBER 2011

- Successfully led the development and execution of dynamic web, print, and social media strategies, resulting in increased awareness and higher ticket sales, ultimately surpassing both revenue and fundraising targets.

Freelance Graphic Designer

LOS ANGELES, CA • FEBRUARY 2008 – AUGUST 2018

- Specialized in creating visually captivating and compelling designs for clients across various industries, consistently delivering exceptional graphics that effectively communicated the clients' message and objectives.

EDUCATION

Associate of Arts in Economics

LOS ANGELES VALLEY COLLEGE | VALLEY GLEN, CA

- Member of Phi Theta Kappa; two-time recipient of the President's Award for Academic Excellence.

SKILLS

Sales Leadership & Strategy

Team development, revenue optimization, KPI-driven goal setting, salesforce management

Business Development

New business acquisition, account management, strategic partnerships

Analytics & Performance Metrics

KPI tracking, data-driven sales planning, campaign performance analysis

Industry Knowledge

Radio, podcasting, OTT, digital media