

Mario A. Christino

2713 Friendship Farm Court
West Friendship, MD 21794

E-mail: mchristino9999@gmail.com
Tel: 410.903.7875 (Cell)

SUMMARY

Accomplished sales executive with over 25 years of sales and sales management experience. An experienced sales mentor; have trained numerous sales staffs, including radio station, TV station, cable system and ad agency members. Proven track record in exceeding sales goals. Co-created new Corporate Sales division within Radio One, responsible for the creation of both unwired and wired radio networks, as well as the creation of national-level multi-media events, securing major-investment sponsorships from key advertisers. Revenue grew from \$3MM at inception to over \$22MM. Industry-recognized expert in qualitative and quantitative measurement. Center for Sales Strategies (CSS) trained in sales and sales management.

PROFESSIONAL EXPERIENCE

SAGA COMMUNICATIONS (March 2023 – November 2024)

Corporate Director of Research & Storytelling

Fulfill a newly-created position to support and train the sales & programming staffs of over 130 owned radio stations. Create client-facing presentations for sales staff to secure new business, resulting in over \$1.5 million in documented new business accounts. Consult with and train programming staff nationwide on current audience estimate trends. Provide audience research reports to corporate staff.

THE NIELSEN COMPANY (October 2015 – February 2023)

Vice-President/Sales Director

Sell & service entire portfolio of services from the Nielsen Audio division to radio stations & groups across 24 radio markets. Negotiated multi-year, multi-million dollar group agreements for several major radio groups. Provide training expertise to clients of all sizes. Responsible for territory billing of over \$800 million. Earned "Salesperson of the Year" and "New Business Salesperson of the Year" on several occasions.

RADIO ONE, INC. (November 1998 – January 2015)

General Sales Manager

June 2013 – January 2015 (1.5 years) Baltimore, MD

Hire, train, manage and direct the Sales Department in customer retention and satisfaction, as well as revenue growth using a multimedia platform consisting of radio, digital media and event marketing. Stimulate team unity and cohesion through coaching, motivating and measuring performance activities of all Account Managers. Responsible to GM for weekly, monthly & quarterly revenue projections.

- Responsible for local revenue of over \$15 million in the Baltimore market
- Managed an Integrated Sales Team of eight direct reports, with an additional seven as secondary responsibilities; “out on the streets” sales manager with direct contact with clients
- Trained sales staff on Customer Focused Selling, resulting in increased New Business accounts as well as higher existing client retention.

VP, Corporate Sales & Research

January 2001 – May 2013 (12.5 years)

Co-creator of new Corporate Sales division. In this role, I co-developed:

- A nationwide unwired sales network of (72) owned radio stations
- Eight syndicated radio networks
- National and Regional level major events, securing over \$5 million in sponsorship revenue
- Growing the Sales division staff from two to twelve, including a full support staff and several Account Directors
- **Revenue growth from an initial \$3 million to over \$22 million, beating revenue budgets every single year**
- Multi-media campaigns integrating local radio, syndicated radio, digital media, and event marketing

Director of Marketing & Research

November 1998 – January 2001 (2 years 3 months)

Responsible for all aspects of local event activation for the Washington, DC cluster of four radio stations.

Responsibilities included:

- Full budget preparation and adherence
- Contract negotiation with national celebrities
- Securing all staging, lighting, sound and back line rentals
- Contract negotiation with venues

Additional responsibilities included training the local sales staff on understanding radio quantitative & qualitative measurements and applications for sales.

CAPITOL BROADCASTING/WWDC AM/FM (November 1997 – November 1998)

General Sales Manager

Managed sales department for heritage Rock station, DC101 & Sports Talk AM station. Worked directly with rep firm on National Sales. Hired/trained new salespeople. Responsible for annual gross revenue of over \$12 million. Achieved two record months of revenue with reduced sales staff in my one-year employment at stations.

THE ARBITRON COMPANY/SCARBOROUGH (January 1983 – October 1997)***Sr. Account Manager***

January 1990 – October 1997 (7 years 10 months)

Sell & service entire portfolio of Arbitron ratings services and Scarborough qualitative products; sold to ad agencies, cable systems, and radio groups as well as independent radio stations. Formally trained by Center for Sales Strategies (CSS) team members on Customer-Focused Selling. **Received “100% Revenue Club” Award for last four consecutive years of employment.**

Research Analyst/Client Service Specialist

January 1983 – December 1989 (7 years)

Research Analyst in TV Policies & Procedures department. Worked on Meter methodology and consumer compliance. Created internal audit of diary editing procedures. Provided technical assistance via phone to TV station clients on computer applications. Received numerous awards for Customer Satisfaction and Quality of Service.

EDUCATION

B.S., Information Systems Management, University of Maryland University College, College Park, MD
Center for Sales Strategies (CSS), Customer-Focused Selling program completion
Center for Sales Strategies, Talent-Focused Management program completion

COMPUTER SKILLS

Expert knowledge with: PowerPoint, Excel, and Word
Expert in: Scarborough Research, Nielsen Audio, Tapscan
Fully proficient in: Wide Orbit, Efficio CRM, Salesforce CRM, ACT1

PROFESSIONAL MEMBERSHIPS& CERTIFICATIONS

Board member, MD/DC/DE Broadcaster's Association; 2009 –2013
CRMC accredited (Certified Radio Marketing Consultant) from the Radio Advertising Bureau (RAB)
Member, Phi Kappa Phi Honor Society

MILITARY SERVICE

U.S. Navy (Active Duty); 1977 – 1983; U.S. Navy (Reserves); 1983 – 1999
Highest rank achieved: Chief Petty Officer (E-7)

Specialty: Naval Intelligence; linguist (Amharic, Russian)