

Lisa Decker

14225 214th Way, NE - Woodinville, WA 98077 (206) 669-4876

lisa.decker7@gmail.com

Career Summary

Distinguished career reflects an impressive track record of accomplishments in delivering dynamic market, financial, and operational results and achievement of important business objectives in the highly competitive field of radio. Breadth of experience in radio general management, sales management and regional executive leadership and oversight.

Exceptional talent recruiter, team builder, and strategist. Excellent decision-making and problem-solving skills developed while meeting the challenges of the constantly evolving media business. Committed to the highest level of excellence through achievement.

Professional Experience

CBS Radio, Inc./American Radio/EZ Communications March 1995 - April 2011

October 2007 – April 2011 SVP Market Manager Seattle, WA

Directed oversight of operations, programming, sales, marketing, regulatory, budgets, and P&L for KMPS-FM/94.1 Country, KZOK-FM/102.5 Classic Rock, KJAQ-FM/96.5 Adult Hits, KBKS-FM/KISS 106.1 CHR (sold in March 2009), KPTK-AM 1090/Progressive Talk.

- Achieved #1 rank for the cluster in revenue 2007-2009
- Achieved #2 rank for the cluster in revenue 2010
- Achieved a growth in audience for the cluster of 2.5 share points with Adults 25-54 from Fall 2007 – Winter 2009
- KISS 106.1 achieved #1 rank in core audience demographic of Adults 18-34 by Winter 2009 beating KUBE-FM for the first time in this competitive battle
- KZOK-FM achieved top three (3) rank in core demographic of Men and Adults 25-54 2007-2010
- KJAQ-FM achieved top three (3) rank in core demographic of Adults and Men 18-49 2009-2010
- KMPS-FM achieved a top five (5) rank in Adults and Women 25-54 2007-2009
- Maximized brands and capitalized on cluster and individual stations strengths to achieve excellence in programming and sales
- Attracted and retained best talent in all areas across the operations

September 2003 – October 2007 SVP Regional Executive Western Region

Directed oversight of stations located in San Francisco, San Jose, Seattle, San Diego, Sacramento, Portland, OR, Fresno, Kansas City, Denver, Phoenix, Riverside and Palm Springs.

- Revenues of \$200+ million and \$125+ million in profit
- Supervised V.P. Market Managers
- Strategic planning and oversight of strategic plan execution
- Managed Market Managers in all areas to achieve their overall goals
- Implement corporate initiatives and goals in markets

January 1998 – December 2003 VP Market Manager Seattle, WA

Directed oversight of operations, programming, sales, marketing, regulatory, budgets, and P&L functions for KMPS-FM/94.1 Country, KZOK-FM/102.5 Classic Rock, 96.5 Young Country to The Point/80's AC, KBKS-FM/KISS 106.1 CHR, KPTK-AM 1090/Classic Country.

- \$50,000,000 in gross revenues and \$22,000,000 in profits in 2003
- Outperformed the market growth each year. Revenue grew by 55% while the market grew by 26%
- #1 cluster in revenue each year
- Grew profits by 83%, while Seattle's CPI grew by 25%
- Increased 12+ audience shares by 8.5%
- Recruited and signed two (2) key AMD Shows – The Bob Rivers Show for KZOK-FM 102.5 in 2000 and Jackie & Bender for KISS 106.1 in 2000

May 1995 – December 1997 General Sales Manager KMPS-FM Seattle, WA

- Strategically navigated KMPS through a 3-way country battle with KMPS winning the battle in revenue
- Managed a sales staff of 12 Account Executives, a shared National Sales Manager and Business Development Director
- Built brand value nationally and locally
- Implemented pricing and inventory discipline to KMPS to maximize our avails to optimize our sell-out and increase revenues

**March 1995 – May 1995 General Sales Manager
WRNO-FM/Rock and WEZB-FM/Talk New Orleans, LA**

- One of the first duopolies for the company – I was brought in to create and implement sales structure and strategy

Education

BA in Communications

Washington State University

1981

Professional Affiliations & Awards

- Radio Ink's Most Influential Women in Radio - 2000-2010
 - Country Radio Broadcasters GM of the Year 2010 for Major Market - KMPS
 - Arbitron Radio Advisory Council - 2005-2010 – Executive Council
2008-2010 and Chairperson - 2009
 - Seattle Rotary Club #4 - 2001-2004
 - Puget Sound Radio Broadcasters Association - 1995-1997 & 2011
 - Portland Area Radio Council 1988-1995 – Treasurer -1988-1993 and VP -
1994
 - Portland Advertising Federation - 1985-1995
 - Major Market Radio Advisory Board - 1990-1992 – President - 1992
-

Community Service

- The Seattle Goodwill – Board of Directors - 2001-2010 – Chairperson - 2008
- The Seattle Boys and Girls Club – 2001-2002
- United Way – Radio Representative - 2000-2001
- Children's Hospital Corporate Leadership Council - 2001-2003
- Fred Hutchinson Cancer Research Center - Holiday Dinner/Auction Gala
Board of Directors - 2001-2004

References upon request