

# Diane Warren Opens Another Door: Announcing BounceOLOGY, Inc.

**Bounce's first client: HD Digital Radio Alliance**

Company Web site at [www.BounceOLOGY.com](http://www.BounceOLOGY.com)

BounceOLOGY is the Business of **Bouncing...**

It's a little bit of art and a little bit of science.

**When business bounces the right way, it's magic.**

**SAN ANTONIO – May 18, 2009** – The challenges facing mid-size and smaller companies right now are daunting. Demands on executive time, the need for innovative project management, and the imperative of flawless execution with real results all combine to put unprecedented pressure to move fast and exceed expectations. That is why [Diane Warren](#) today announced the launch of [BounceOLOGY, Inc.](#) Warren formerly was corporate senior vice president of Marketing and Communications for Clear Channel and currently is President of Operations of the [HD Digital Radio Alliance](#).

Bounce will take on business challenges including alliance management, strategic communications, sales and marketing, business development, and executive coaching. Bounce will investigate a challenge, craft innovative solutions, assemble an action plan, and provide real execution with results.

**The Bounce engagement ensures a complete process: studying quickly, recommending sensibly, spending judiciously, activating wisely and executing completely to achieve results.**

BounceOLOGY.com, the company's web site, describes the "Business of Bounce." "Effective bouncing in business is a little bit of science; like strategy, planning and maximizing. But it's also a little bit of art; like finesse, energy, and making work fun. When business bounces the right way, it's magic," said Warren. "We call that BounceOLOGY, and that's the secret sauce we bring to the table."

- (1) **bounce**, a verb <bounce a ball>, to **present (as an idea) to another** person – to rebound or reflect, to recover from a blow or a defeat quickly, to walk with a springing step
- (2) **ology**, a suffix derived from the Greek logos, meaning the "**study of**" or the "**specialty in**" a given science or field.

"I know I speak for all the HD Radio Alliance CEOs when I say we are very grateful for Diane's continued hard work, which is critical to the success of HD Radio," said Mark Mays, chief executive officer of Clear Channel Communications, the largest owner of U.S. radio stations and outdoor advertising displays. "Bounce describes her style to a tee. The energy Diane brings to every role she takes on is amazing."

"This fits. Diane has worked for me five different times in her career including the current work we do together for HD Radio," said Peter Ferrara, veteran radio executive and founder and strategic advisor of the HD Radio Alliance. "There's a reason I turn to her time and again, she delivers results and she's a fire ball full of energy who performs above measure. If history proves to be repeated; I'll probably hire her again!"

#### **About BounceOLOGY, Inc.**

BounceOLOGY is a strategic full-service project management company. Bounce helps executives and client companies solve problems, activate initiatives and "bounce" to results. For more information, visit [www.BounceOlogy.com](http://www.BounceOlogy.com).