

## Diane Dalton Warren

BounceOLOGY.com



Diane launched Bounceology in April 2009 and she now consults with medium-sized and Fortune 500 companies. The Bounce engagement usually starts where there's a problem which then leads to a plan where Diane guides change, responds to dynamic conditions and drives ideas that lead to results. She often performs her role behind the scenes, like a Chief of Staff, using her positive energy and tactical activities to improve the situation. Every project leads to measurable results. Things get done because Diane has courage, she's discerning and she takes personal responsibility to transform the challenge.

Diane Warren is Founder and President of Bounce, a project management company. Bounce helps executives and client companies solve problems, activate initiatives and “bounce” to results.

Diane draws out the best in individuals, she thrives on learning new industries, she makes sense out of complicated situations, she has a remarkable energy level always over delivering and she maximizes situations taking projects from good to great!

The BOUNCE engagement insures a complete process; studying quickly, recommending sensibly, spending judiciously, activating wisely and executing responsibly. When business BOUNCES the right way, it's MAGIC!

Diane's radio, media and entertainment background coupled with her C-Suite experience makes her a smart call when you need help!

Currently Bounce has a rich roster of customers including media, non-profits, lobbying, product development and new entrepreneur companies. These BOUNCE projects range from activating government affairs grassroots programs to strategic planning and re-organizing revenue tactics. Diane brokers media assets and assists buyers with their business plan to run strong, profitable organizations. Diane engages at her client's requests to build solutions, to collaborate and to activate programs inside and outside of organizations.

For example, as President of the HD Digital Radio Alliance (a BounceOLOGY client), Diane facilitates the \$230m annual consumer campaigns. The HD Radio Alliance is a joint initiative of leading radio broadcasters chartered with accelerating the successful rollout of HD Digital Radio. The Alliance members are the CEOs of major broadcasting 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 charter is to drive the consumer adoption of HD Radio. Diane executes 4 consumer marketing campaigns per year in 100 top markets. Each campaign includes millions in radio advertising and other multi-media components like outdoor, mobile marketing, auto show special events, on-line display, print advertising and [www.HDradio.com](http://www.HDradio.com) . The campaigns have generated a vast amount of trade and national press including USA Today, New York Times and the Wall Street Journal for which Diane served as spokesperson. Representing the Alliance, Diane coordinates with iBiquity Digital, HD Radio manufacturers, radio broadcasters, retailers, media and the industry stakeholders like the National Association of Broadcasters.

Diane founded [www.RadioAE.com](http://www.RadioAE.com) , the first subscription interactive BEST PRACTICES web site in the radio industry providing ideas, information and tools for radio sales professionals on-line. In 1998 Clear Channel bought her company.

Clear Channel's CEO Mark Mays recruited Diane to his corporate team as Senior Vice President of Corporate Communications and Marketing serving corporate and four divisions operating in 63 countries with 63,000 employees. At various times Diane also handled lobbying, PR, communications, development of the "best practices intranet portal", planned corporate events and published annual reports. Diane managed the Clear Channel Relief Fund which was founded in 2001 in response to the attacks on 9/11 resulting in worldwide donations of \$20m. She launched the new Clear Channel brand and logo worldwide in 2002. The Clear Channel "C" mark is used and seen worldwide today. Diane retired from Clear Channel in 2009 and remains engaged with the company as a consultant.

Diane was one of the few Clear Channel corporate executive members who had operational experience; this experience was very helpful as Clear Channel completed the series of 168 acquisitions; the biggest in history. She was the CEO's go-to person to get things done, where there was chaos – she created order and a plan. She built various tools and initiatives to drive revenue, to build communication, to share best practices and to build synergies. Diane managed collaborative events in key Clear Channel markets where the key leadership of all 4 divisions worked together to build specific plans to grow company which led to \$40m in new revenue.

For almost 20 years Diane worked at radio stations in sales and management in; Dallas (Shamrock Broadcasting), Philadelphia (Lyn Broadcasting), Washington (Greater Media and US Radio), Raleigh (US Radio), Cincinnati (Dalton Group) and Atlanta (CapCities, ABC, Disney – then Granum, Infinity, CBS). She facilitated change inside a radio station maximizing the business assets, operational capabilities and opportunities in media sales. Diane's managers often said, "She sells everything that isn't nailed down".

When recently interviewed for an award, Diane was asked "How should we manage change?" Her response was simply "*Tackle challenges with creativity, energy, aggressive tactics, and a positive,*

*passionate attitude. Thrive on learning, draw on individual strengths, make sense of good strategy, transform good execution to great execution and take personal responsibility – if we do that, we'll make everything we touch better! If you don't get it exactly right today, get up with persistence and determination and do it better tomorrow."*

Diane is certified in etiquette and protocol from the Protocol School of Washington DC. She holds certificates in training and leadership from various institutes. She is a believer and is qualified to coach using Gallup's Strength Finders. She has been a guest speaker at many industry and company events, participated on panels, written articles and she can craft a mean "to-do list" to take any project to success.

Diane has been honored in a variety of ways and is most proud of being named one the "Most Influential Women in Radio" in 2009, 2010 and 2011 while growing her business.

Diane lives in San Antonio, TX with her husband. Her two children are in college. Her daughter named Bounceology. Her husband is Senior Minister at Resurrection United Methodist Church in San Antonio and they both are involved in faith-based, education and community organizations. Diane graduated from the University of Maryland, College Park. She's a dedicated San Antonio Spurs fan.

