



Diane Dalton Warren

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SUMMARY

Diane leads Bounceology, a consulting firm focused on the science and art of organizational change. With experience as a business owner, sales executive, family business member, and corporate officer, she brings expertise from both large and small organizations across diverse industries—including healthcare, infrastructure, education, tourism, tech, law, public media, nonprofits and more.

Bounceology is bouncing with a little bit of science and a little bit of art!

A sought-after strategist, change agent, coach, and executive mentor, Diane specializes in transformation, growth, and empowering teams to leverage their strengths. She's known for bringing fresh ideas, actionable strategies, and energetic execution, then celebrating team achievements along the way.

Bounceology combines art and science to maximize AI. By blending data-driven, objective analysis (the science) with creative, personalized coaching and activation strategies (the art), Diane supports her client leaders. Her approach is enabling leaders and teams to receive precise, unbiased feedback and actionable insights for authentic transformation. Diane leverages her extensive operational and communications expertise to help clients integrate AI tools for continuous skill-building, while facilitating creative problem-solving and individualized support that empower leaders to grow, adapt, and inspire their teams. This holistic approach ensures that leadership development is both scalable and deeply relevant, balancing the efficiency and precision of AI with the empathy, judgment, and strategic vision that only human insight can provide.

Frank, honest, and savvy, Diane excels at cutting through chaos. By protecting her clients' interests and activating solutions. She helps teams tackle challenges, drive results, and ensures everyone is included and able to shine. Clients praise Diane for expanding their bandwidth and engaging with enthusiasm to get important work done, always with attention to manners, protocol, and team empowerment often maximizing Gallup Clifton Strengths Finders as a tool.

Diane's Gallup Strengths: Maximizer – Learner – Strategic – Self-Assurance – Activator – Belief

EXPERIENCE

Bounceology – Chief Bouncer, Founder (16+ years, San Antonio, TX)

Diane founded Bounceology to help leaders and teams achieve breakthrough results. Her approach combines strategic insight, creativity, and contagious energy to drive proactive engagement and innovative thinking for clients across industries and around the country.

Diane's early career laid the foundation for her expertise in transformation, strategy, and leadership.

Clear Channel Worldwide – SVP, Chief Communications, Intranet & Branding (10 years)

After Clear Channel acquired her pioneering subscription portal, Diane joined the executive team and played a key role in integrating over 100 acquisitions. She led global branding, internal/external communications, and helped build the government affairs initiatives, responsible for building the company's first worldwide intranet—connecting 49,000

employees across 62 countries and fostering a unified, high-performing culture focused on sales and building shareholder value. Diane also ran the Clear Channel Foundation raising over \$20m right after 9/11 for the communities impacted. The company was sold in 2009, becoming iHeartMedia for whom Diane remains in a consulting role decades later. Diane's last assignment with Clear Channel and later a Bounce project, was to help successfully launch and later lead the HDRadio Alliance (new digitally formatted sound technology) for the radio industries' CEOs. Many radio companies have moved on from HD Radio but remain committed to digital audio products.

RadioAE.com – Founder/Owner (1 year)

Diane launched and sold the industry's first subscription portal for media and entertainment managers and sellers, delivering best practices and sales innovations at the dawn of digital media and websites.

Media & Entertainment – Sales and Management (18 years)

In leadership roles with major companies (ABC/Disney, CBS, Greater Media, + in six major markets), Diane led sales teams, managed P&L, and drove revenue growth through both traditional and innovative strategies. She was an early adopter of digital and non-traditional revenue, building a reputation for sales training and business development.

Summary:

These experiences—spanning entrepreneurship, executive leadership, and hands-on sales—shaped Diane into a dynamic strategist and change agent, known for driving transformation, growth, and team empowerment.

SPECIALTIES/ CERTIFICATIONS

- **Kellogg Northwestern** – Executive Education – Certification for Public and Private **Board Service**
- Certified as **Gallup's Strength Finders** Coach, used SF for over 30 years with executives, staff and clients
- Numerous certifications in **Sales, Management, Marketing and Leadership**
- Certified Association Executive (**ASAE**)
- Certified **Washington School of Protocol** (able to apply Etiquette and International Protocol to life)
- **Masters Leadership Program** and Board Training (San Antonio, TX – Class 11)
- Written numerous articles, participated on countless panels, speaking engagements, etc.
- Certified **SCTRCA** (South Texas Regional Certification Agency) Women Owned, Small Business
- Undergrad BS- **University of Maryland, College Park** – Business and Design

NONPROFIT BOARD EXPERIENCE

(Current, 8 yrs) **ThriveWell Cancer Foundation** (Board President, Branding Committee Chair, Director)

(Current, 2 yr) **City Education Partners** (New board member, Development Committee)

(Current, 2 yrs) **Faith & Politics Institute** – DC centric goals to find civility/agreement in politics and life

(Completed, 1 yr) **greater: SATX** (San Antonio Regional Economic Development) (Investor, COSA Grant Recipient)

(Completed, 3 yrs) **First Tee of San Antonio** (Strategy committee, Volunteer for 7-9yr golfers, Coaching Committee)

(Completed, 8 yrs) **Phil Hardberger Park Conservancy** (Chair, Education Committee)

(Completed, 5 yrs) **Mays Family Cancer Center University of Texas San Antonio, MD Anderson Advisory Board**

(Completed, 7 yrs) **San Antonio Lighthouse for the Blind and Visually Impaired** (Executive Committee and CEO Search)

(Completed, 5 yrs) **Alamo Area Council of The Boy Scouts** (Director)

(Completed, 3 yrs) **Greater San Antonio Chamber of Commerce** (served for 3 Chairs as Small Business Director)

(Completed, 5 yrs) **San Antonio NBA Spurs Foundation/ Team UP Challenge** (Director)