



Diane Dalton Warren

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SUMMARY

Bounceology, a consulting firm **dedicated to the “science and art” supporting leaders**. She’s always organized CHANGE. As a business owner, former executive, family business member and corporate officer; she has large and small organization experience.

Diane is a sought-after strategist, change agent, coach and executive mentor and has maximized her expertise to learn and led initiatives in new industries (healthcare, municipalities, infrastructure, early education, tourism, digital, housing, cannabis, law firm management, tech, public media, manufacturing, venue opening/management, etc.). Diane is always focused on transformation, growth and empowering a team and their individual strengths to win.

Diane *bounces in* with ideas, strategy, tactics and activation! She also happily *bounces out* celebrating the team achievements! She’s frank, honest, savvy and can sort through chaos. She protects her client’s interest as she helps to activate! Diane thrives on the work to wrangle challenges and shape successes – and she finds ways to help get the best out of a team and drive to goals. Clients say Diane expands their bandwidth engaging with enthusiasm to get important work done. She’ll keep her eye on manners, protocol and making sure everyone in a project is included and has a chance to maximize their strengths.

EXPERIENCE

Bounceology – Chief Bouncer, Founder - Working with AMAZING clients (15 years)

San Antonio, TX

Bounce is a consulting firm dedicated to the “science and art” of bouncing. Diane bounces in supporting leaders and their teams, always organizing SUCCESSES with never-ending deliverables. **The science of bounce is maximizing strategy, creativity and intel for a high-spirited, proactive engagement. The art of bouncing involves bringing an intense, relentless and dynamic attitude for everyone to benefit from the best ideas and innovative thinking.** An external viewpoint, established by posing incisive questions can leverage internal knowledge to its fullest potential. Diane’s energy is contagious making the process productive and genuinely enjoyable.

Clear Channel Worldwide- SVP, Chief Communications, Worldwide Intranet and Branding (10 years)

Diane spent decades in the thick of media and entertainment industry transformational mergers and acquisitions. Most importantly, at Clear Channel, she had a hand in the market assessments, asset judgements and integration of hundreds of acquisitions on the executive team for Clear Channel.

She established, championed and led internal and external communications, sharing of best practices in the portal and support board and top 70 leaders as the company expanded. In hindsight, this was the gateway for leadership and managers to share culture, excellent sales tools, best practices and ideas – but most importantly, the information was available to 49k employees in 62 countries who could engage with their new company on the portal every day.

Diane led the worldwide branding of Clear Channel (radio, tv, outdoor and live entertainment), all to reinforcing the “one company, one shareholder” company goal. Diane built strategy and programming to support multi-divisional markets to collaborate to drive revenue growth despite the tangle of “merger frustrations and discord”. This high-impact program limited turnover and drove significant revenue growth and collaboration. Diane ran internal and external communications where she messaged controversy and remarkable successes every day.

Media (particularly radio and tv) are highly regulated businesses. Diane navigated the business strategy for government affairs for Clear Channel. She coordinated the first Clear Channel Washington Government Affairs office to mitigate risk and government interference in policy, regulation and legislation. With better business information, policy makers could make better decisions. This engagement was critical as Clear Channel became the leader in all 4 industries as the company grew. Diane remains engaged with this office to this day.

RadioAE.com (subscription portal) – Founder/ Owner – Sold to Clear Channel and Joined CC Executive Corporate Team

Armed almost 18 years and with a collection of best practices, training and revenue innovations from her work in many different media companies, she founded and delivered the industry’s first subscription web portal full of ideas for managers and sellers. RadioAE was launched in 1998 and operated for one year when the internet was “crayons”. Clear Channel bought the product (and Diane) to build an intranet preparing for the hundreds of acquisitions. In hindsight, this was the gateway for leadership and managers to share culture, excellent sales tools, best practices and ideas – but most importantly, the information was available to 49k employees in 62 countries who could engage with their new company on the portal every day.

Media/ Entertainment -- Sales and Management – Ran Radio Station Operations

Shamrock, LIN, US Radio, Dalton Grp, Cap Cities/ ABC/ Disney, CBS,

Dallas, Philadelphia, Washington DC, Raleigh, Cincinnati, Atlanta,

Diane spent all of her early career in media and entertainment sales. She sold and led sales teams for the companies listed. She specialized in driving revenue with traditional and innovative areas of new business development. In these roles in sales management and the leader of the revenue generating team, Diane had direct P&L responsibility. Diane built sales training and revenue maximization programming, led in many industry initiatives for new business development and revenue strategies for national, regional and local advertisers. Foresaw and innovated to expand radio sales from “spot” selling to multi-tier marketing tools including early non-traditional advertisers, events, digital, web, etc.

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
- USF University **Certification in Equity, Diversity and Inclusion** Activation
- 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.
- Member/ collaborator / leader with **industry business-related professional organizations**
- Certified **SCTRCA** (South Texas Regional Certification Agency) Women Owned Business
- Undergrad BS- **University of Maryland, College Park** – Business and Fashion Design
- **Gallup Strengths Finders: Maximizer - Learner – Strategic – Self-Assurance - Activator – Belief**

NONPROFIT BOARD EXPERIENCE

NONPROFIT BOARD OF DIRECTOR EXPERIENCE

(Current, 8 years) ThriveWell Cancer Foundation (Board President, Branding Committee Chair)

(Current, new) First Tee of San Antonio (Strategy committee, Volunteer for 7-9yr golfers, Coaching Committee)

(Current, new) Faith & Politics Institute - National org to find center/agreement (Presenter on Difficult Conversations)

(Current, new) Foundation Essence Preparatory Charter Public School on San Antonio East Side (Member)

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

(Completed, 5 years) Mays Family Cancer Center @ UT @ SA/ MD Anderson Advisory Board

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

(Completed, 5 years) Alamo Area Council of The Boy Scouts

(Completed, 3 years) Greater San Antonio Chamber of Commerce (served for 3 Chairs as small business board rep)

(Completed, 5 years) San Antonio NBA Spurs Foundation/ Team UP Challenge

(Various) Served on PTAs, Home Owners and Community Organizations in each of the of 7 resident cities