



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.

Gallup Strengths Finders: Maximizer - Learner – Strategic – Self-Assurance - Activator – Belief

EXPERIENCE

Bounceology – Chief Bouncer, Founder - Working with AMAZING clients

San Antonio, TX

Bounce is a consulting firm dedicated to the “science and art” supporting leaders. Diane always organized CHANGE.

- Navigated Government Affairs to mitigate risk and government interference in policy, regulation and legislation. With better business information, policy makers could make better decisions.
- Directed private sector initiatives with cities and counties to maximize delivery of community services
- Optimized new facilities for private sector success - performing arts, museums, affordable housing, digital inclusion
- Revolutionized business and executive branding/operational/communication/events during change
- Facilitated personal coaching, family business strategy, set up, hiring and coordination – creating legacy story
- Coordinated profitable programs with local, state, federal departments (NTIA, HHSC and HUD)
- Devised programming for private sector to fund University innovations
- Championed private – public – community work to successful outcomes
- Pioneered communication, marketing and branding at all levels (local, national, international)

Clear Channel Worldwide- SVP, Chief Communications

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 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. 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, NBC, Cap Cities, ABC, Disney, US Radio, etc.

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

Diane spent all of her early career in media and entertainment sales. She sold and led sales teams for Shamrock, Cap Cities/ ABC/ Disney, US Radio and NBC (Dallas, Philadelphia, Washington, Raleigh, Atlanta). 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** (Etiquette and International Protocol)
- **Masters Leadership Program** and Board Training (San Antonio, TX – Class 11)
- Undergraduate BS: **University of Maryland, College Park and AOI Kappa Delta**
- Written numerous articles, participated on countless panels, speaking engagements, etc.
- Experienced in producing large corporate meetings, producing nonprofit events, grand opening buildings, etc.
- Member/ collaborator / leader with industry business-related professional organizations

NONPROFIT BOARD EXPERIENCE

(Current, new) First Tee of San Antonio (Strategy committee, Fundraising Vice Chair)

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

(Current, new) Faith and Politics Institute (National organization, Cohort presenter on Difficult Communications)

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

(Completed, 5 years) Mays/ MD Anderson Cancer Center Advisory Board

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

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

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

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

(Various) Served on various PTAs, Home Owners Associations and Community Organizations in each city