



Diane Dalton Warren

1408 Wiltshire Avenue
San Antonio, Texas 78209
diane@bounceology.com
210-373-6706

DOES YOUR BOARD NEED THIS EXPERIENCE?

Diane spent decades in the thick of media and entertainment industry transformational mergers and acquisitions. Most importantly she had a hand in the market assessments, asset judgements, and integration of hundreds of acquisitions on the executive team for Clear Channel Communications (CCC/NYSE now known as iHeartMedia and CCO/ NYSE Clear Channel Outdoor).

Diane spent her early career in media and entertainment sales. She sold and led sales teams for Shamrock, Cap Cities/ABC/Disney, US Radio, and CBS (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.

In the late 90's, 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. The Resources Centers at IHM and CCO are still operational sharing best practices to grow revenue and provide operational resources to managers and employees.

Diane led the worldwide branding of Clear Channel (radio, tv, outdoor, and live entertainment), all reinforcing the “one company, one shareholder” company goal. Diane built strategy and programming to support multi-divisional markets to collaborate and 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 through 2008. Her last assignment with CCC was to help successfully launch and later led The HDRadio Alliance (new digitally formatted sound technology) for the radio industry CEOs, with a focus on getting HDR into cars.

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 grew and became the leader in all 4 industries. Diane consults with this IHM Government Affairs office to date.

Diane brings a unique view and perspective to the operating within a family business. In addition to working briefly with her own father to grow his radio company, Clear Channel was a family operated business. Diane reported to the CEO whose brother was CFO and father was Chairman. The family dynamics were powerful, committed, innovative, and their collaboration demonstrated exceptional decentralized leadership. Clear Channel was one of the best performing stocks through the 90's and the family led the company through over 200 acquisitions to the noteworthy sale for billions in 2009. Diane was a trusted member of the very lean leadership team.

Her second company (and the one she currently operates) is Bounceology, a consulting firm dedicated to the “science and art” of supporting leaders. As a business owner, former executive, family business member, and corporate officer, Diane is committed to organizing CHANGE across both large and small entities.

Diane is a sought-after strategist, change agent, coach, and executive mentor and has maximized her expertise to learn and lead 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.

Her Gallup Clifton strengths include: maximizer, strategic, self-assurance, learner, and belief. Diane lives in San Antonio, Texas and is particularly interested in working with Texas private and public companies. Diane’s passion for creating meaningful change extends to her extensive philanthropy and nonprofit work.

SPECIALTIES/ CERTIFICATIONS / RELEVANT LEADERSHIP and MENTORING EXPERIENCES

- **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: **University of Maryland**
- **Experienced in running** large corporate meetings, producing large events, grand opening buildings, etc.
- Member/ collaborator / leader with many **business-related professional organizations**

NONPROFIT BOARD EXPERIENCE

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

(Current, new) First Tee of San Antonio / youth development with golf (Strategy committee, Fundraising Vice Chair)

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

(Completed, 8 years) Phil Hardberger Park Conservancy (Chair, 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 resident city