

# RYAN PETROSSO

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## SENIOR ACCOUNT EXECUTIVE/ SALES DIRECTOR

Transformational individual sales contributor with a proven track record of driving revenue growth and market expansion. Expertise in developing and executing strategic sales initiatives, and consistently exceeding targets. Skilled in managing large-scale accounts, fostering long-term client relationships, and identifying new business opportunities. Known for delivering sustained success in competitive markets.

### SKILLS

Sales Strategy Development • Revenue Growth Optimization • Team Leadership • Client Relationship Management • Digital Marketing Solutions • Negotiation & Deal Closing • Broadcast & Media Sales • Social Media Advertising • Data-Driven Decision Making • Sales Forecasting • Target Market Analysis • Customer Acquisition & Retention • Campaign Management • Budgeting • P&L Management • Strategic Partnerships • Cross-functional Collaboration • Talent Recruitment • Process Improvement • Client Needs Assessment • Digital Transformation Leadership • Market Expansion Strategies • Stakeholder Engagement

### PROFESSIONAL EXPERIENCE

#### iHEARTMEDIA [NASDAQ: IHRT]

2004 to Present

iHeartMedia, the #1 audio company in the U.S., generates \$3.6B in annual revenue and reaches 250 million listeners across 850+ stations. It is also the leading commercial podcast publisher, offering advanced analytics for customer/marketing partners.

#### Account Executive, Charlotte NC, Media Sales

June 2023 to Present

- Drives profitability and cost efficiency through hands-on P&L management, optimizing margins and operational performance.
- Recruits top talent and fosters a culture of excellence to exceed targets.
- Manages a diverse portfolio of 100+ annual accounts, scaling revenue from \$10K to \$1M per client while strengthening long-term partnerships.

#### Core Accomplishments:

- Ranked #2 top earner/biller out of 38 in the Carolinas Sales region at iHeartMedia in 2024.
- Drove \$2.2M+ in new business by developing and executing strategic media sales plans that exceeded revenue targets.

#### SVP of Sales, Charlotte, NC, (August 2016 to June 2023)

- Selected by General Manager/Market President to spearhead the \$30M+ Charlotte market.
- Leads a high-performing team, driving sales across traditional broadcast, digital, and social marketing campaigns for 700+ key accounts.
- Manages a team of 24, including 16 Account Executives and a VP of Sales.
- Designs and executes campaigns that not only boosted customer revenue but also elevated brand messaging and embraced next-gen platforms (digital, podcasts, location-based audience targeting).
- Recruits, hires, and develops top-tier talent, building a high-energy, results-driven team.
- Drives sales excellence by creating tailored commission and incentive plans that maximized team potential and revenue growth.

- Fosters relationships with leading ad agencies and C-suite executives, influencing strategic decisions at leading companies to secure major partnerships and drive market leadership.

#### **Core Accomplishments:**

- Achieved a remarkable 25% revenue increase in 2022, with digital revenue soaring by \$2.3M (+74%).
- Cultivated and grew high-value accounts, generating \$50K-\$4M annually.

#### **General Sales Manager, Charlotte, NC (August 2015 to August 2016)**

- Developed, expanded, and retained strong customer relationships while maximizing sales opportunities for Account Executives.
- Devised and executed targeted sales strategies that consistently expanded market share.
- Led sales forecasting efforts and established clear performance goals, driving results across the team.

#### **Core Accomplishments:**

- Promoted to lead revenue growth in the \$32M Charlotte, NC market, driving strategic initiatives for success.
- Trained, mentored, and empowered a high-performing team of 20 Account Executives to exceed sales targets.

#### **General Sales Manager, Providence, RI, (March 2015 to August 2015)**

- Handpicked for promotion to lead the \$32M Charlotte, NC market, implementing bold strategies to fuel revenue growth and market dominance.
- Crafted and executed impactful sales strategies that delivered exceptional revenue growth.
- Built deep, long-term customer relationships, driving retention and maximizing sales opportunities for Account Executives.
- Led sales forecasting and set performance goals, ensuring exceptional results across the team.

#### **Core Accomplishments:**

- Championed the success of a high-performing team of 20 Account Executives, providing training and mentorship to consistently surpass sales targets.

#### **Local Sales Manager, Providence, RI, (August 2008 to March 2015)**

- Delivered solutions that boosted digital revenue and strengthened the company's market position.

#### **Core Accomplishments:**

- Surpassed sales goals consistently, achieving 106% in 2009, 102% in 2010, and 103% in 2011.
- Ranked #1 across all divisions in 2013 for profitability and percentage growth.
- Conceptualized and launched a high-impact eCommerce program, generating \$40,000 in revenue for the ClearChannel Providence cluster in its first month.

#### **Account Executive, Providence, RI, (September 2004 to August 2008)**

- Transformed an underperforming station network into the fastest-growing revenue source in the market. Selected as one of five out of 20,000 to join a task force focused on driving profit growth.

### **EDUCATION**

Bachelor, Telecommunications Technologies, New England Institute of Technology, Rhode Island