

GEORGE HERRERA

Sales & Business Development Leader

 (951) 660-5546

 Los Angeles, CA

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Professional Summary

Seasoned Sales & Business Development Leader with over 15 years of experience, specializing in B2B sales with a proven track record of closing and success in cross-selling to enterprise organizations. Demonstrated expertise in managing extensive portfolios of prospective accounts, identifying unique business needs, and delivering consultative solutions to drive growth and client success.

Key Expertise

- Sales Management - Leadership
- Cross Channel Programs
- Internal/External Relationships
- Product/Program Management
- Proven Communicator
- Business Development
- C-Level Experience
- Client Relationship Management
- High Level Negotiation
- Consulting
- Budgeting & Reporting
- Digital Marketing and Sales
- Strategic Data Analysis
- Marketing Solutions Expert
- B2B Sales Experience

Experience

Spanish Broadcast System | Los Angeles

Sales Manager

May 2023 – Present

- Drove revenue and market share across multiple industry verticals. Leveraged extensive relationships to increase market share from top advertising holding companies such as OMD, Group M and USIM by 29%.
- Exceeded quarterly revenue target by building, developing, leading, and implementing a new sales structure, leading to a 20% avg. sales increase in Y1.
- Leveraged consultative sales approach to manage and grow relationships with enterprise-level accounts, demonstrating the ability to identify and solve complex business challenges across channels.
- Created and articulated, with limited guidance, compelling presentations, and value propositions by emphasizing the importance of Hispanic audiences to advertisers, resulting in \$1.5M+ from English-only media to SBS.
- Accelerated clients new product adoption by identifying new revenue opportunities, improved analytical reporting to convert general market advertisers, sustain longevity and maximize revenue.
- Maintained a robust sales pipeline by launching a new business-focused initiatives, converting 15 zero share accounts within the first six months. Redbull, Brown-Forman and NHL Los Angeles Kings.
- Direct involvement, managed, and approved contract negotiations for all sales efforts.
- Managed and maintained key relationships with direct clients and agency partners at the largest holding companies.
- Experience in cross-functional stakeholder management by ensuring client satisfaction by clearly communicating, identifying market trends that pertained to their KPIs, optimizing, adapting to needs and comprehensive reporting.
- Led sponsorship sales for the Calibash festival, yielding \$2M+ in sponsorship revenue.
- Experience in digital marketing solutions with 3rd party resellers that included in-app ads, programmatic audio, streaming audio, social media marketing, SEO/SEM, YouTube, and streaming TV (CTV/OTT) placements.

Meruelo Media | Los Angeles

General Sales Manager

Oct 2018 – May 2023

- Directed a team of 15 focused on optimizing ad sales revenue for Meruelo Media's English language properties (KPWR Power 106, 93.5-FM KDAY, 95.5-FM KLOS) to drive over \$33M in annual revenue.
- Fostered strong relationships with senior-level decision-makers across multiple functions, driving sales strategy and execution to exceed revenue targets.
- Developed and scaled new initiatives cross-functionally, including experiential marketing campaigns such as Rolling Loud Festival, Live Music Series, sound studio events, and internal concerts, leading to over \$3M annual. Influenced without authority promotions, programing, and digital teams to obtain a common goal.

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(Continued) Meruelo Media | Los Angeles

General Sales Manager

- Managed all revenue streams, including traditional broadcast, national, digital/online offerings, influencer marketing, political and live entertainment. Delivered BCF (broadcast cash flow) of 51%.
- Forecasted demand, led deal negotiation efforts, and managed the sales team to improve recurring partnerships and increase ad sales YoY.

CBS-Radio | Los Angeles

Account Executive

Sept 2009 – Oct 2018

- Grew account portfolio from zero to \$2.1M+ in annual billing.
- Maximized ROI of DR campaigns through continual analysis of performance, response-rates and results.
- Gained market share from existing client and developed new self-generated business utilizing a consultative sales approach, competitive market data, emerging solutions, and sponsorship opportunities.
- Built long-term relationships w/ key decision-makers and gained knowledge of advertising marketplace & products.

Education

California State University Los Angeles | Los Angeles, CA

Bachelor of Science: Business Administration, Marketing Management; Minor: Economics

Certification

Google: AI-Powered Performance Ads Certification

Course Certification: AI Automation Strategy, Google Ads Products, Cross-Channel AI-Powered Tools

Amazon: DSP Campaigns Certification

Course Certification: Amazon DSP, Programmatic Buying, Campaign Optimization and Analysis

Meta: Certified Digital Marketing Associate

Course Certification: Social Media Marketing, Meta Advertising, Meta Ads Manager, Data Analytics

The Trade Desk: Edge Academy Executive Program

Course Certification: CTV, OTT, Unified ID 2.0, Programmatic Buying, DSP, SSP

Volunteer

Planning and Land Use Committee | Los Angeles, CA

Member at Large: The Neighborhood Council of Westchester/Playa 2020-2023

Other

- Bi-lingual: Spanish and English. Written and verbal communication skills
- Drummer: Over 26 years of team building, collaboration, live music and recording experience.
- Entrepreneur: Over 10 years of real estate experience as owner of B-N-1 Properties.
- Proficient: Adobe Creative Suite, Microsoft Office, CRM, Sales Force, Matrix.
- Hobbies: Drums/live music, Snowboarding, Cycling.

References

Upon request