

Contact

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Top Skills

User Interface Design
Product Design
Sales and Marketing

Languages

English (Full Professional)
Spanish (Full Professional)

Certifications

DOS/Sales Manager of the Year -
National Medallas de Cortez Award
Finalist, 2024

Ordained Minister, Non-
Denominational

Harvard Business Review Advisory
Council Member

Honored Listee

Google Ads Certifications

Honors-Awards

Sacramento Business Journal's 40
Under 40 Nominee

Nominated by The Alliance for
Women in Media for the Example
of Excellence Award, Management/
Sales category

Nominated for the 2015 Metro EDGE
Young Professional of the Year
Award

Top Digital Sales Professional, 2025

Top Digital Sales Professional, 2026

Publications

Marketing Leaders Discuss AI's Role
in Radio Innovation

Robert Mendoza

SVP Sales & Marketing | Digital Revenue Growth | AI Strategy &
Business Transformation | MIT Certified in AI | Keynote Speaker
Greater Sacramento

Summary

I redesign marketing and revenue operating systems using AI, automation, and modern digital infrastructure grounded in deep sales leadership and complete marketing expertise. Over the past 15+ years, I've led multi-market sales and digital organizations through revenue modernization, operating model redesign, and AI-enabled transformation. I've carried the number, closed enterprise deals, built high-performance sales teams (18–500+ professionals), and architected scalable revenue systems that improve margin discipline, forecasting accuracy, and multi-platform performance. At Lazer Media, I delivered 402% digital revenue growth in year one and 206% YoY growth in year two by institutionalizing an AI-embedded revenue operating model across 49 stations in 20+ markets. This transformation integrated sales execution, marketing strategy, vendor ecosystems, operational workflows, and financial visibility into one cohesive system designed for scalable growth and improved profitability. My expertise spans:

- Enterprise Sales Leadership & Revenue Ownership
- AI-Embedded Operating Model Design
- Digital Marketing & Multi-Platform Strategy
- Revenue Architecture & RevOps Infrastructure
- Margin Optimization & Forecasting Discipline
- Cross-Functional Transformation (Sales, Product, Ops, Finance)
- Workflow Automation & Technology Stack Modernization

I understand how marketing, sales, operations, and finance work together as an integrated revenue engine. Sustainable growth requires disciplined systems. Effective systems require accountable sales execution. I build both. Beyond executive leadership, I've been invited to serve in executive advisory communities, including the Forbes Business Development Council and Harvard Business Review Advisory Council, and I am frequently invited to deliver keynote presentations and seminars on revenue modernization, AI transformation, and digital growth strategy across the U.S. I architect operating systems rooted in frontline execution, not conceptual models. I scale sales organizations without sacrificing operational discipline. I integrate AI where it

enhances performance, clarity, and measurable profit impact. If your organization is modernizing legacy systems, scaling digital revenue, or aligning sales execution with AI-driven infrastructure, we should connect.

Experience

Entravision US Media

Strategic Advisor

April 2026 - Present (4 months)

Greater Sacramento

- Created ITZEL AI, an AI-powered sales avatar and guided workflow that helps media consultants prepare for client meetings, strengthen discovery, identify growth opportunities, develop strategic recommendations, and improve follow-up.
- Translated proven sales methodologies, media expertise, and client strategy into a practical AI-assisted process sellers can use to become more consultative, consistent, and confident.
- Helped advance AI adoption across the sales organization by demonstrating how emerging technology can improve seller productivity, strategic thinking, training, and client engagement.
- Managed key agency relationships and strategic client accounts, developing integrated media and marketing solutions across broadcast, digital audio, OTT/CTV, video, branded content, and experiential opportunities.
- Advised clients and agency partners on audience strategy, multicultural marketing, campaign positioning, media allocation, and business-growth opportunities.
- Collaborated with sales leadership, internal teams, and external partners to move complex opportunities from initial discovery through proposal development, presentation, negotiation, and execution.

Lazer Media

2 years 3 months

Strategic Advisor, AI-Enabled Revenue Operations

February 2026 - April 2026 (3 months)

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- Designed and implemented AI-embedded revenue operating model across 49 stations in 20+ markets

- Modernized legacy sales infrastructure by integrating AI-supported proposal, forecasting, and fulfillment platforms
- Institutionalized automation-driven workflows across lead capture, pre-sale preparation, campaign execution, and reporting
- Increased proposal velocity and forecasting accuracy through workflow redesign and structured RevOps alignment
- Led cross-functional transformation across Sales, Product, Operations, and Finance to drive operating discipline
- Developed phased AI transformation roadmap aligning executive leadership with scalable modernization initiatives
- Advise and support digital marketing sales, revenue workflow automation, operating model redesign, and AI integration strategy

Senior Vice President, Sales Marketing & Operations

February 2024 - February 2026 (2 years 1 month)

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- Delivered 402% digital revenue growth in year one and 206% YoY growth in year two through operating model redesign
- Architected scalable digital and AI-enabled revenue infrastructure supporting multi-market execution
- Evaluated, selected, and integrated vendor ecosystem to modernize ad tech and sales enablement stack
- Built enterprise-wide forecasting, pacing, and budgeting systems improving revenue visibility and accountability
- Led organizational AI adoption across sales leadership and operational teams through structured enablement programs
- Oversaw digital revenue strategy across multi-million-dollar portfolio and multi-market sales organization
- Built repeatable digital growth framework institutionalized across all California markets
- Led multicultural and bilingual media growth strategy across California markets

Forbes Business Development Council

2 years 2 months

Forbes Member-Leader, Marketing & Branding Group

January 2025 - December 2025 (1 year)

- Selected to invitation-only executive community in partnership with Forbes
- Led peer discussions on AI integration, marketing, branding, revenue modernization, and digital operating models

- Contributed thought leadership alongside senior executives across industries

Forbes Business Development Council Member
November 2023 - December 2024 (1 year 2 months)

iHeartMedia

Vice President of Sales

January 2023 - November 2023 (11 months)

San Francisco Bay Area

- Led San Francisco market-wide revenue strategy across broadcast, digital, podcasting, and event platforms
- Directed high-performance sales organization driving multi-platform revenue growth
- Integrated digital and traditional media solutions to improve client ROI and revenue mix
- Strengthened enterprise account retention and strategic partnerships
- Improved sales process accountability, KPI tracking, and operational efficiency
- Partnered cross-functionally with Programming, Marketing, and Operations to align go-to-market execution

Metahuman Super Coffee Company

Co-Founder

November 2020 - October 2023 (3 years)

Sacramento, California, United States

- Launched and scaled specialty-grade DTC coffee brand from concept to market
- Built end-to-end digital ecosystem including branding, e-commerce, payments, fulfillment, and marketing automation
- Developed performance-driven brand positioning targeting high-output professionals
- Managed full P&L, vendor negotiations, supply chain logistics, and pricing strategy
- Led multi-channel customer acquisition strategy across paid, organic, and referral channels
- Established scalable operational infrastructure supporting sustainable direct-to-consumer growth

University of California, Davis

Substitute Professor, Advanced Media & Digital Marketing

July 2022 - December 2022 (6 months)

Davis, California, United States

- Invited to teach based on industry leadership in digital revenue and AI-enabled transformation
- Delivered applied instruction in performance marketing, attribution modeling, and multi-platform campaign architecture
- Brought enterprise revenue frameworks into academic curriculum through real-world simulations
- Integrated current ad tech platforms and emerging technologies into hands-on coursework
- Mentored students on translating strategy into scalable business execution

Audacy, Inc.

6 years 1 month

Regional Director, Digital & Multi-platform Sales Operations

September 2020 - November 2022 (2 years 3 months)

Sacramento, California, United States

- Led regional digital revenue operations across major U.S. markets
- Implemented full-funnel solution selling supported by advanced attribution frameworks
- Directed cross-functional collaboration between sales, fulfillment, and vendor partners
- Improved forecasting accuracy and operational consistency across multi-market teams
- Achieved consistent double-digit YoY digital revenue growth

Digital Sales Manager (Digital, Broadcast, Events, Government, & Political)

November 2016 - September 2020 (3 years 11 months)

Sacramento, California Area

- Managed 18 sales consultants and omni-channel vendor relationships
- Oversaw digital pipeline strategy, pricing models, and revenue forecasting
- Drove integrated digital, broadcast, event, government, and political campaign execution
- Coached teams on performance optimization and cross-platform revenue integration

Tribune Media

Digital Sales Manager

January 2015 - October 2016 (1 year 10 months)

Sacramento, California Area

- Co-managed digital revenue performance and broadcast AE integration

- Expanded integrated marketing solutions across local, regional, and national accounts
- Strengthened pipeline development and advertiser retention strategy
- Presented performance analytics and market growth strategy to senior leadership

Gannett Digital Marketing Services

Director, National Digital & Multi-platform Sales Operations (Digital, Print, & Broadcast)

October 2011 - November 2014 (3 years 2 months)

Phoenix, AZ / Sacramento, CA

- Managed \$36M+ national digital portfolio across 82 print and 46 broadcast markets
- Drove 161% network growth over two years through scalable revenue frameworks
- Negotiated vendor margin improvements, increasing P&L by 15%
- Hosted 22 national revenue growth and digital integration seminars within 12 months
- Partnered with CMO on enterprise-wide digital rebrand and modernization strategy
- Built scalable hiring, training, and in-market revenue enablement programs

Yodle

Manager, Sales and Marketing

April 2009 - September 2011 (2 years 6 months)

New York, NY

- Structured scalable digital marketing campaigns for national and regional clients
- Earned President's Club recognition (2009, 2010)
- Contributed to company's Inc. 500 ranking (#35 fastest-growing private company)

Education

Massachusetts Institute of Technology

AI Certification, AI for Senior Executives + Designing and Building AI Products & Services · (January 2026 - June 2026)

University of Southern California

Med-COR, Medicine · (1995 - 1996)

University of Phoenix

Bachelor of Science in Business Administration (BSBA), Business Administration, Management and Operations, Marketing, Business/Corporate Communications · (2004 - June 2008)

Nehemiah Emerging Leaders Program, Class VIII

<https://www.nelpleaders.org> · (2016 - 2017)

Leadership Sacramento, Civic Leader Program, Class XV

<https://metrochamber.org/foundation/programs/leadership-sacramento/> · (2015 - 2015)