

## Contact

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## Top Skills

Business Consulting  
Executive Management  
Digital Channels

## 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

AMA Member, San Francisco &  
Sacramento Chapters

Harvard Business Review Advisory  
Council Member

Honored Listee

## 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

# Robert Mendoza

Forbes Council Member | SVP, Digital Marketing Sales & Operations  
| Co-Founder | Public Speaker | Business Strategist | Executive  
Advisor | Growing businesses in multiple industries with Marketing,  
Sales, Tech, & AI

Greater Sacramento

## Summary

I lead teams of exceptional media sales and marketing professionals who deliver innovative and effective solutions for our clients across multiple platforms and live events. I have over 15 years of experience in helping advertisers sustainably grow their revenue and a proven track record of exceeding company revenue targets and performance goals while creating a team culture of trust and shared success.

I excel in leading operational excellence and developing complex integrated marketing campaigns that drive advertiser results via omnichannel strategy, lead conversion, optimization, and a great customer experience. I am truly passionate about helping purpose-driven brands bring their ideas to life through impactful marketing campaigns that generate engagement and results.

I am a Council Member on the Forbes Business Development Council and Director of DEI Programs at The American Marketing Association. Alum of Leadership Sacramento, The Nehemiah Emerging Leaders Program, and a nominee for several professional awards.

Together, we will accomplish your goals.

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## Experience

### Lazer Media

Senior Vice President, Digital Marketing Sales and Fulfillment  
Operations

February 2024 - Present (10 months)

Greater Sacramento

Lazer Media is a premium group of brands that delivers quality content to passionate and loyal listeners across multiple platforms through a vast network of popular Spanish-language music formats and cutting-edge online marketing extension platforms that bring a 360-degree integrated marketing approach to its advertisers. Lazer Media operates 47 radio stations in 20 of the fastest-growing Hispanic markets in California and Nevada, in addition to a full suite of online marketing services.

**Forbes Business Development Council**  
**Forbes Business Development Council Member**  
November 2023 - Present (1 year 1 month)

Forbes Councils is a collective of invitation-only communities created in partnership with Forbes and the expert community builders who founded Young Entrepreneur Council (YEC). In Forbes Councils, exceptional business owners and leaders come together with the people and resources that can help them thrive.

**University of California, Davis**  
**Professor, Advanced Media & Digital Marketing**  
July 2022 - Present (2 years 5 months)  
Davis, California, United States

The curriculum at UC Davis' Marketing Boot Camp provides students with a range of foundational technical skills needed in today's advanced media and digital marketing space. With my help, students learn to solve real-world problems using popular tools and new methods. By the program's end, students have a strong professional portfolio showcasing their work in web development, data analytics, cybersecurity, digital marketing, and UX/UI programs.

**American Marketing Association**  
**Director of Diversity, Equity and Inclusion**  
April 2024 - Present (8 months)  
Greater Sacramento

Leading diversity, equity, and inclusion through educational partnerships and opportunities.

**iHeartMedia**  
**Vice President of Sales**  
January 2023 - November 2023 (11 months)

## San Francisco Bay Area

**Strategic Leadership:** Oversee sales strategy for iHeartMedia San Francisco, leveraging a deep understanding of the media landscape, digital trends, and client needs to drive revenue and achieve KPI targets.

**Team Development & Mentorship:** Lead, mentor, and train a high-performing sales team, fostering a culture of excellence, collaboration, and continuous improvement. Ensure team members have the necessary resources, tools, and training to excel in their roles.

**Key Account Management:** Build and nurture relationships with major accounts, understanding their business goals and aligning iHeartMedia's solutions to their strategic objectives to ensure client satisfaction and retention.

**Digital & Multimedia Integration:** Champion the integration of digital, podcasting, events, and broadcast platforms for holistic media solutions, ensuring clients achieve maximum ROI on their media investments.

**Market Analysis:** Regularly analyze the San Francisco media market, competitor strategies, and emerging media trends. Use insights to refine sales strategies and offerings, ensuring iHeartMedia remains at the forefront of the industry.

**Collaboration:** Work cross-functionally with other departments, including Marketing, Programming, and Operations, to ensure cohesive campaign execution and to develop innovative media solutions.

**Revenue Growth:** Develop new and emerging business opportunities, optimizing pricing strategies, and ensuring the team meets and exceeds sales quotas.

**Event & Sponsorship Sales:** Leverage iHeartMedia's vast event portfolio, ensuring clients have access to premier sponsorship opportunities and delivering memorable brand experiences for their audiences.

**Operational Excellence:** Streamline sales processes and operations to enhance efficiency, reduce costs, and improve customer experiences. Regularly review and update sales collateral and pitch materials.

Metahuman Super Coffee Company

## Co-Founder

November 2020 - October 2023 (3 years)

Sacramento, California, United States

Specialty-Grade High Quality Coffee For High Functioning Humans. Proudly roasted in the USA.

Our flavored coffees start as specialty-grade, single-origin coffee beans, roasted with care in small batches to a perfect finish. Discover our carefully curated selection of coffee from around the world, chosen by our artisan gourmet coffee roasters. Various origins, flavors, product weight, and grind options available.

## 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

- Drive multi-platform digital and social media sales operations in major markets
- Cross-functional team leadership between sales teams, fulfillment teams, and vendor-partners
- Drive and co-manage strategic partnerships with key agencies and key accounts
- Solution selling full-funnel marketing strategies with local sales teams using advanced attribution for key and super-key accounts
- Sales presentation and client-webinar architect for digital omni-channel tactics
- Simplify complexities and sales processes that drive revenue acceleration
- Forecast regional sales revenue weekly for all digital sales channels
- Coach GSMs and AEs on digital sales positioning and digital integration angles
- Measurable impact resulted in YOY double-digit growth and budget achievement

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

November 2016 - September 2020 (3 years 11 months)

Sacramento, California Area

- Co-manage 18 Sales/Marketing Consultants, regional/national ad agency partnerships, and omni-channel vendor relations

- Drive client ROI and company revenue growth. Scaling operations and managing growth sustainability
- Work in tandem with SVP & GSMs on revenue strategy, pipeline management, Marketing Consultant training, and overall cross-media budget attainment
- Work with the corporate team on sales initiatives, new revenue channels, emerging technology, and group sales projects
- Oversee all digital sales/marketing integration operations, O&O inventory management, and product pricing strategy
- Forecast revenue and develop business strategy to exceed sales quotas and overall department revenue goals
- Management of the division's digital sales pipeline, including individual Marketing Consultant budgets, regional and national agency business, and local/national client relationships
- Coach and mentor Sales/Marketing Consultants
- Assist company leadership and Sales/Marketing Consultants with identifying, developing, closing, and optimizing new business that includes complete media integration
- Collaborate with agency partners to support their marketing integration initiatives. This includes: budget planning, allocation strategy, creative direction, scalability support, analytics, and emerging media evaluation

## Tribune Media

### Digital Sales Manager

January 2015 - October 2016 (1 year 10 months)

Sacramento, California Area

- Accountable for client campaign success and company digital revenue performance while co-managing and coaching six broadcast television Account Executives
- Worked strategically with AEs focused on presenting integrated marketing solutions to local, regional, and national clients
- Managed department pipeline development, identified new revenue opportunities, and drove aggressive growth goals with strong client retention rates
- Client-facing Manager, traveled to key clients across the country to ensure positive outcomes and development of new business in-tandem with AEs
- Frequent analysis of department performance, including market share, product retention rates, and advertiser satisfaction
- Presented detailed reports to upper management for regional sales activities, campaign success rates, and quarterly business SWOT analysis

- Maintained deep knowledge of the company's ad technology, fulfillment channels, range of advertising services, and emerging technology

### 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

- Led the development and scalable growth of Gannett's Digital Marketing Services division within Gannett's 82 print and 46 broadcast markets. 80% U.S. Travel
- Responsible for hiring/training Digital Sales Managers and Account Executives across Gannett properties
- Co-managed Digital Sales Managers, Account Executives, ad agencies, media partners, freelancers, and outsourced vendor relationships
- Negotiated lower vendor margins based on volume and projections. Negotiations resulted in +15% to P&L over 12 months
- Led in-market support programs for solution-based selling and digital revenue growth across Gannett properties in the U.S. Managed national portfolio of \$36 million
- Hosted 22 national B2B/B2C sales & marketing integration seminars over 12 months
- Corporate support for local & national sales teams, marketing integration training, forecasting and corporate decision making. Aligned initiatives with short-term and long-term scalability targets resulting in 161% network growth over a two-year period
- Collaborated with CMO to develop annual corporate marketing plan and re-brand strategy of the company's digital marketing division
- Contributed to cross-functional process improvements that led to improved customer experiences

### Yodle

Manager, Sales and Marketing

April 2009 - September 2011 (2 years 6 months)

New York, NY

- Structured complex marketing campaigns to support inbound lead generation, revenue growth, and scalability initiatives for local/regional clients & agency partners
- Recognized key contributor at Yodle Inc. for the attainment of the #35th rank on the Inc. 500 list of fastest growing & privately held companies in the U.S.

- Liaison for agency partners and re-sellers desiring to white-label Yodle's digital marketing services
- Managed inbound lead strategy, sales, and company presence at multi-industry trade shows. 50% U.S. travel
- Hired, trained, and mentored Sales/Marketing Consultants into key Managerial positions
- Collaborated with multiple vendors to structure multi-platform marketing plans for national advertisers & franchise partners
- President's Club, Individual Sales Revenue Awardee 2009 & 2010

## HSBC

General Sales Manager, Mortgage Lending

2005 - 2009 (4 years)

Phoenix, Arizona Area

- Responsible for consumer lending pipeline growth and management of existing loan portfolio
- Originated, managed, and funded mortgage loans with a branch office team of 12 employees
- Consumer loan regulation and program expert
- Built and maintained strong client-centered relationships with internal/external parties associated with branch business operations; Lenders, Title Companies, Appraisers, and Realtors
- Coached Mortgage Consultants on recommending appropriate loan solutions for clientele
- Prepared weekly sales forecasts for Regional EVP
- Ensured 100% client satisfaction and compliance with every stage of the mortgage lending experience

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## Education

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)

Leadership Sacramento, Civic Leader Program, Class XV

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

Nehemiah Emerging Leaders Program, Class VIII

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