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Bud Stiker

**Senior Vice President, International Consulting
Radio Advertising Bureau**

In a career spanning some forty years in Radio sales and management, Bud has been a program director and on air personality, a group head, station owner, and general manager in major markets including Dallas/Ft. Worth, Boston, Denver, Baltimore and Charlotte. As Vice President for Metromedia International for six years, Stiker concentrated on managing start-up stations in Budapest, Hungary for 2 and ½ years, and Moscow, Russia for over a year. He also worked with the local management staffs at Metromedia stations in Germany, Latvia, Estonia, Bulgaria, Russia and the Czech Republic.

Bud has proven successful in coaching stations to high performance levels, even in situations where no sales or marketing culture existed. His record in leading sales staffs to double and triple their revenues is ample evidence of his ability to develop salespersons' skills and maximize their potential. As an example, in less than three years after conversion from government ownership, the Budapest station tripled its revenues.

Bud's background includes general management positions at KTXQ (FM) in Dallas; WHDH and WZOU (FM) in Boston; WBT-AM/FM in Charlotte; KHOW in Denver; and WCBM in Baltimore. In addition, he headed the Radio Division for Meredith Communications, was Eastern Sales Manager for the NBC Radio Network, and owned stations in Portland, Maine, where he resides today.

Joining the Radio Advertising Bureau in Sept of 1999, Bud has consulted on sales and management issues for stations in Saudi Arabia, Portugal, Finland, Sweden, Palestine, Serbia, Bangladesh, Sri Lanka, Germany, Ecuador and Mexico, to name just a few. He recently expanded The RAB's work in South Asia and Uganda Africa this past Spring. He was also a founding Faculty Member of the RAB Training Academy, which has helped accelerate the careers of thousands of new Radio marketing executives in the United States.

Since January 2000, the RAB International team has provided consulting services to thousands of Radio managers, sales executives, and advertisers in more than 30 countries on five continents. No other Radio organization in the world has amassed a level of staff expertise or international experience comparable to that of the Radio Advertising Bureau.

