Brandon Lanham

865-244-0815

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Broadcast Media Executive with 25+ years of experience in sales leadership, client development, and cross-platform marketing. Proven success in driving revenue growth across radio, digital, television, and agency environments. Adept at managing high-performing teams, developing integrated campaigns, and leveraging data-driven strategies to exceed business goals. Known for building lasting client relationships and delivering innovative advertising solutions.

Work Experience

Sales Manager

Radio Mankato/Subarctic Media/Linder Digital/Linder Farm Network

Location: Mankato, MN

December 2025 - July 2026

KTOE AM 1420 / FM 98.7 News/Talk KATO-FM 93.1 FM Classic Hits — "KATO Hits" KXLP 94.1 FM Classic Rock KDOG 96.7 FM Top 40 / CHR — "Hot 96.7" KXAC 100.5 FM Country — "Minnesota 100" KFSP AM 1230 / FM 103.1 Sports — "The Fan Mankato" KRRW 105.9 FM Classic Country — "North Star Country"

- Led and managed a team of 8 Account Executives, providing hands-on training, mentorship, and performance coaching to drive a high-achievement culture.
- Oversaw sales strategy and revenue generation across Radio Mankato (www.radiomankato.com), The Mankato Home Show, and Linder Digital platforms.
- Developed and executed integrated advertising campaigns spanning radio, digital, and event sponsorship channels.
- Built and maintained strong client relationships across local and regional markets, identifying new business opportunities.
- Collaborated with ownership and management to align sales goals with broader organizational objectives.

Sales Manager

Cumulus Media

Location: Florence, SC

June 2025 - December 2025

WYNNAM 540Classic Country — "540 The Hound"WBZFFM 98.5Urban Gospel — "Glory 98.5"WWFNFM 100.5Sports — "100.5 The Game"WMXTFM 102.1Classic Rock — "102.1 The Fox"WYNN-FMFM 106.3Mainstream Urban — "WYNN 106.3"WQPDFM 100.1Urban Gospel — "Glory 100.1"

- Led sales strategy for six top-performing radio stations, including the #1 station in the market.
- Managed and mentored account executives, driving a high-performance culture.
- Developed integrated campaigns across radio, digital, and event platforms.
- Analyzed market data to identify growth opportunities and optimize pricing.

Sales Engineer

WIDEORBIT

Location: Remote

Software

June 2021 – April 2024

As a Sales Engineer at WideOrbit, I demonstrated our software to clients in person and via web based meetings, responded to technical questions, and assisted the Sales team throughout the sales process. Maintained nearly all demo databases for the company. Reviewed and responded to Requests for Proposals (RFPs) and Requests for Information (RFIs). Worked closely with our product development team to recommend enhancements and stayed in touch with product roadmaps. Worked directly with and supported our entire sales department from client needs analysis through post demo follow up. Worked closely with the marketing team to ensure our messaging was up to date, on point and consistent. Hosted Webinar Events and WideOrbit Connect sessions. In addition, managed special projects such as implementation/UAT projects and external/internal training sessions on an as-needed basis.

Senior Account Executive

Various Radio Groups from 2005-2021

Maintained a senior level account list with local direct and agency business. Developed, prospected, qualified and grew new business consistently. Executed and managed campaigns using broadcast media, digital media, social media, events and promotions.

Senior Integrated Account Manager

Radio/Digital/NTR

Summit Media

Location: Knoxville, TN

May 2019 - October 2020

Star 102.1 WWST/ Hot104.5 WKHT/100.3 The Wolf/WNOX 93.1

Senior Account Executive

Radio/Digital/NTR

Mid-West Family Broadcasting

Location: South Bend, IN

August 2018 – April 2019

Sunny 101.5 WNSN/ LIVE 99.9 WQLQ/WZOC/WSBT

Senior Account Executive

Radio/TV/Digital/NTR

Northern Lights Broadcasting/Go Media/Minnesota Twins Baseball

Location: Minneapolis, MN

February 2016 – August 2018

June 2011 – August 2014

February 2005 - February 2010

Go95.3FM KZGO/Go96.3FM KQGO/GoradioMN.com | "B96" KTTB FM/(Radio One, Inc) | "96.3 NOW" KHTC FM | "KTWIN" KTWN FM |

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Senior Account Executive

Radio/Digital/NTR

Cumulus Media

Location: Knoxville, TN

August 2015 – February 2016

WIVK "Country"/WNML "Sports Animal"/WOKI "News"

Director of Sales - Dual Role

Media Buyer/Planner Sales/Marketing Consultant

Media Bridge Advertising

Location: Minneapolis, MN

August 2014 to June 2015

Specialized in developing and maintaining local direct and national business for the Agency.

Planned and executed marketing buys for clients Identified prospects for advertising, marketing or event planning.

Participated in sales presentations, negotiations, and sales closings.

Developed and implemented the brand/marketing strategy of client products or services using traditional media, social media, websites, email, print, online advertising, events and promotions.

Director of Sales and Sponsorship - Dual Role

The Tom Barnard Show – Podcast/ManUp TV Show

Location: Minneapolis, MN

August 2014 – June 2015

Specialized in developing and maintaining local direct and national business for the podcast and TV show.

Planned and executed marketing buys for clients Identified prospects for advertising, marketing or event planning.

Participated in sales presentations, negotiations, and sales closings.

Developed and implemented the brand/marketing strategy of client products or services using traditional media, social media, websites, email, print, online advertising, events and promotions.

Station Manager/Director of Sales

Radio/Digital/NTR

Broadcast One Inc.

Location: Minneapolis, MN

March 2010 – June 2013

KQSP 1530 AM "La Picosa"

Oversaw day-to-day operation of the radio station, including managing the various departments. Hired and trained employees.

Developed strategies for increasing local direct and agency business and strengthened relationships to increase business with existing clients.

Oversaw day to day programming of the radio station.

Coordinated and executed format changes.

Oversaw day to day financial management of the station.

Developed, prospected, qualified, and grew new business.

Consulted to help educate clients on recent market research and demographic data ensuring proper marketing decisions were made.

Handled all billing discrepancies and collections.

Kept a constant streamline of communication with clients to ensure knowledge of advertising procedures to provide a smooth and successful advertising experience.

Reported directly to the President and Vice President of Broadcast One Inc.

Accomplishments

Wideorbit – Continuous Training – Product, Sales Engineering

Salesperson of the Year 2007/Presidents Club Winner Radio-One

Awards and accolades for consistently obtaining/exceeding local, agency and NTR quotas

Development, placement and sales of television show (Fly TV/TV NOW) for KTTB

Developed, maintained, and sold the "Homegrown Music" Local Artist Website for "B96" catering to local artists showcasing their music, bios, photos, and links

Successfully made programming and format changes from "Spanish Tropical" to "Bilingual Spanish CHR/English Top 40"

Executed the launch of 2 station websites for KQSP

Education

Classes @ University of Tennessee ’01 – Knoxville, TN

Classes @ Bossier Community College ‘96 – Bossier City, LA

West High School, Class of ’93 – Knoxville, TN

Cumulus Media Sales Training

CoLearn – (Customer Focused Selling) Radio

Mid-West Family Broadcasting - Sales Training

Radio Advertising Bureau (RAB) - Sales Training

Center for Sales Strategy (CSS) Training

Radio One – Sales Training

CoLearn - Customer Focused Selling/Radio – course

Media Bridge Advertising Training – Agency Buying and Planning

Wideorbit – Continuous Training – Product, Sales Engineering

Skills

Sales, Management, Marketing, Radio, Television, Digital Media, Marketron, WideOrbit, vCreative, Strata, Tapscan, Qualitap, Maximi$er, Miller Kaplan Xray, Media Monitors, Borrell/Compass, MediaRadar, Nexus, Microsoft – Word, PowerPoint, Access, Excel, Pub, Outlook, Public Speaking, Presentations, Strong Communications Skills, Natural Log, Natural Music, Simian, Comprehensive knowledge of most mediums including; television, print, digital, and non-traditional marketing, Database Management, Data Entry, Product Demonstrations.

References Available Upon Request