

# Clear Channel Outdoor Appoints Media Industry Veteran Kim Bradley as Regional President for the Midwest Region

CHICAGO--(BUSINESS WIRE)-- [Clear Channel Outdoor](#) (CCO) (NYSE:CCO), an indirect subsidiary of iHeartMedia Inc., today announced it has hired Kim Bradley as Regional President for its Midwest Region, reporting to Gene Leehan, Executive Vice President and Senior Regional President, Clear Channel Outdoor. Ms. Bradley joins CCO from Comcast Spotlight and is based in Chicago, Illinois.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20181203005992/en/>

(Photo: Business Wire)

As the new Regional President for the Midwest Region, Bradley will provide leadership in all areas of branch operations including sales, marketing, real estate, public affairs, operations and finance in Chicago. In addition, CCO's market leaders in Milwaukee and Minneapolis will report to her directly.

With over 30 years' experience in revenue growth and profitability, strategic planning, designing high performance sales teams, using data insights for improved performance and building long-term client relationships, Bradley has demonstrated her expertise and leadership. Prior to joining CCO, Bradley held the position of Vice President, General Manager for Comcast Spotlight (Comcast Cable's Advertising Division) with P&L responsibility for local, regional, national, digital and political sales. Her leadership included oversight of marketing, research, finance and creative services for a staff of 140 serving a diversified customer base of CEO, President, CMO, SVP/Strategy and business owners.

Prior to Comcast, she worked for The Tribune Company as Executive Director of Sales Development and was President of her own B2C/B2B consulting company: Bradley Marketing Group. She started her career with J. Walter Thompson in the Media Group as market specialist negotiator.

"This is a very exciting time to join the Out-of-Home (OOH) industry and I'm looking forward to working with the talented Midwest team and growing our presence as a leading provider of dynamic advertising solutions for brands," said Bradley. "Clear Channel Outdoor has made its mark as a pioneer in the out of home industry by evolving its innovative advertising campaign tools that help brands optimize their OOH spend in measurable ways."

"Kim is a dynamic sales leader who is focused on driving results while remaining passionate about mentoring and challenging her teams," said Gene Leehan. "As one of our most successful regions, the Midwest team already spearheads some of Clear Channel Outdoor's most significant client relationships, and we are confident that under Kim's leadership we are well positioned to continue to grow our current client partnerships and expand our roster of new brands."

Bradley is a graduate of the University of Illinois with a B.S. in Psychology and she's completed advanced leadership programs from Women in Cable & Telecommunications (WICT) Betsy Magness Leadership Institute and Women in Leadership and Executive Leadership Forum at Comcast Cable.

Bradley has been on the Board of Directors and President of the Broadcast Advertising Club of Chicago, Rotary Club President of Lake Forest/Lake Bluff, Board Director and Marketing Chair for Starlight Children's Foundation. She and her husband, Gary live in Lake Forest and have three sons.

### **About Clear Channel Outdoor Holdings, Inc.**

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest outdoor advertising companies with over 450,000 displays in 31 countries across Asia, Europe, Latin America and North America. Reaching millions of people monthly, including consumers in 44 of the top 50 U.S. markets, Clear Channel Outdoor enables advertisers to engage with consumers through innovative advertising solutions. Clear Channel Outdoor is pioneering the integration of out-of-home with mobile and social platforms, and the company's digital platform includes more than 1,200 digital billboards across 28 markets in the U.S. and more than 13,000 digital displays in international markets. More information is available <http://www.clearchanneloutdoor.com> and [www.clearchannelinternational.com](http://www.clearchannelinternational.com).

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