

Kenneth Shapiro Named Executive Vice President of Sales, Clear Channel Outdoor – North America

NEW YORK--(BUSINESS WIRE)-- [Clear Channel Outdoor Holdings, Inc. \(NYSE: CCO\)](#) today announced that Kenneth Shapiro has been named Executive Vice President of Sales for its business in the U.S. and Canada. Reporting to Walker Jacobs, Chief Revenue Officer and President of Sales for Clear Channel Outdoor – North America, Shapiro will have direct responsibility for sales to national clients in the U.S. and also accountability for maximizing the results of all local selling in the U.S. and Canada. In his new role, Shapiro will work closely with Suzanne Grimes, President and Chief Operating Officer, and the company's entire executive team.



Kenneth Shapiro, EVP of Sales, Clear Channel Outdoor - North America

"The out-of-home industry has grown for 14 consecutive quarters and is poised for even greater success as advertisers continue to grapple with reaching audiences in today's fractured media environment," said Grimes. "Clear Channel Outdoor has an enviable portfolio of outdoor media in the most important U.S. markets. We are building a world-class team that will optimize the value of this portfolio by driving greater marketing success for our clients, and Ken will play an important role in realizing this vision."

Shapiro will lead the development of comprehensive go-to-market sales strategies and direct business development initiatives that align with the company's efforts to help advertisers effectively reach and more deeply engage specific target audiences among today's modern, connected mobile consumers. In addition to managing and growing all existing revenue streams, Shapiro will develop sales programs aimed at driving revenue from new customers

and monetize potential new products and businesses. He will also collaborate across the organization to develop customized solutions for clients and work with product development

to identify opportunities for new services and features that respond to evolving consumer behaviors and marketplace trends.

Shapiro is an eighteen-year veteran of Turner Broadcasting Sales, where he most recently served as Senior Vice President at Turner Digital. In this role, he and his team drove revenues for CNN.com, NBA.com, BleacherReport.com, NASCAR.com, PGA.com, TBS.com, TNTDrama.com, TruTV.com, funnyordie.com, TCM.com, Cartoonnetwork.com, adultswim.com, smokinggun.com, and many other properties. Previously, as Vice President for Turner Sports & Entertainment Digital, he held national sales leadership responsibilities covering NBA.com, Yahoo/NBA, and Yahoo/MLB.

“Ken is a tremendous leader and a truly talented salesman and strategist,” said Jacobs. “In many ways, the opportunities at hand for out-of-home parallel those of the digital medium several years ago. I am excited to work closely with Ken to leverage Clear Channel Outdoor’s fantastic media portfolio in inventive ways that expand the value proposition for out-of-home advertisers.”

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world’s largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings’ International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

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