



PROFILE

Extensive skills in identifying and managing opportunities in the global marketplace.

Unique and valuable knowledge establishing new overseas business.

Experience operating and communicating effectively across multi-cultural boundaries.

Valuable personal database of individuals worldwide.

Deep knowledge of individual overseas markets.

MISSION

By utilizing a unique set of abilities, knowledge and a personal database of executives and individuals in locations around the world, I assist companies in planning and delivering international targets and goals. From research to business planning, my expertise in global media and broadcast markets accelerates international growth and strategic objectives.

CAREER ACHIEVEMENTS

- Owner/Operator of René Global Associates since 2000, providing global business development, research, strategic planning and networking in broadcasting, radio media production and wireless communication.
- Re-launched Premiere Radio Networks International, a division of Clear Channel Communications.
- VP/General Manager of start-up SE Asian division of a radio production, programming & syndication network. (J-V of Australia's leading commercial radio group, Austereo Ltd.) Brought division to profit in 15 months.
- Drove the international development of Westwood One Inc., the largest network radio company in the USA, from 1988 to 1996.

PROFESSIONAL SKILL SETS

- Broadcast market research and development in deregulating markets in Western and Eastern Europe, and East and South East Asia from 1988 to 2001.
- Extensive contract negotiations for international broadcast licensing in territories including: Malaysia, Singapore, Indonesia, Philippines, Thailand, Hong Kong, Taiwan; Germany, Hungary, (former) USSR, the UK, Ireland; Panama, Argentina, Venezuela.
- Consulting media and broadcast clients by introducing "western" business models and applications in developing broadcast markets of Western Europe (late 1980s and early 1990s), Latin America (late 80s) and Asia (90s).
- Establishment and management of international representation agreements.

- Executive production/creative oversight for original broadcast programming and media packaging.
- Establishment of international co-production/distribution agreements.
- Media and Programming Sales.
- Successful long-term projects with agencies including: Bates/Zenith, O&M/MindShare, McCann-Erickson, J. Walter Thompson.
- Successful long-term project relationships with clients including: Coca-Cola, BAT, Levi Strauss, Lintas, Carlsberg, Guinness, Philips, Salem.

PROFESSIONAL EXPERIENCE

austereo mcm entertainment australasia pty ltd.

Melbourne, Australia 1996 - 1998

International General Manager/Vice President of a South East Asian regional start-up division of a broadcast production, programming and syndicated network business. (Joint-Venture of Australia's leading commercial radio group, Austereo Ltd. — the radio station ownership subsidiary of Village Roadshow LTD.) Brought division to profit in 18 months.

Westwood One International

Los Angeles, California 1988 - 1996

Director, International Development for the then largest network radio company in America whose assets include: The NBC Radio Network, CBS Radio Networks, Mutual Broadcasting System, and The Westwood One Radio Networks. Spearheaded development in newly deregulated markets. (Eastern Europe, Asia, etc.)

Sunshine 101 FM

Dublin, Ireland 1987

Consultant/DJ for private/commercial/land-based "pirate" FM radio station reaching over 50 percent of the greater Dublin listening market. Compiled analysis on the origins of commercial radio industries in UK, Australia, Canada, and US as part of a tender application for "legal" frequency allocations.

Rock-Over-London

London, UK 1985 and 1987

Production Assistant for London-based global radio program producer and global syndicator.

Radio International

New York, New York 1984 - 1985

Affiliate Marketing Manager for U.S. based syndication and distribution company for various radio programming formats.

EDUCATION

B.S. (Radio, Television, Film Management), S.I. Newhouse School of Communications at Syracuse University (1986)

Overseas semester in London, England, including weekly series of private seminars with BBC and IBA (1985)