

LESLIE A. LANEY

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EXECUTIVE PROFILE & VISION

Highly accomplished executive with over 20 years of experience in organizational transformation, strategic vision execution, and large-scale operational management. Proven ability to lead complex public media enterprises, ensuring fiscal success, FCC compliance, and high-quality public service content across evolving digital platforms. Core focus on leadership principles to foster accountable, high-performing teams and position organizations as essential community resources.

Recognized as the architect of WUSF's digital strategy and a recipient of the 2023 Florida Public Media's Janyth Righter Innovation Award.

CORE COMPETENCIES

- **Executive Financial Oversight:** Direct accountability for \$250M P&L, Budgeting, Forecasting, and Revenue Alignment.
- **Organizational Transformation:** Certified Master Trainer in Change Management and Systems Thinking.
- **Compliance & Governance:** FCC/FAA Regulation Adherence, Journalistic Integrity, Ethical Fundraising Practices.
- **Digital Strategy & Innovation:** Multi-platform Content Development, Audience Growth, Podcasting, and Digital Monetization.
- **Staff Leadership & Team Building:** Fostering Growth, Conflict Resolution, Succession Planning, and strategic leadership implementation.

PROFESSIONAL EXPERIENCE

Station Manager

WUSF Public Media, Tampa, FL | 2018 – Present

Senior executive responsible for managing WUSF and WSMR operations, compliance, digital platforms, and strategic growth initiatives.

- **Organizational Transformation & Vision:** Charged with building and leading WUSF's digital services department, establishing the strategic foundation for all multi-platform content delivery and audience growth initiatives.
- **Digital Innovation:** Directed the design, funding, and launch of Arts Axis Florida (220+ partners), demonstrating an ability to create scalable, digital-first public service content and diversify platform offerings.

- **Strategic Leadership:** Managed cross-functional teams (20+ staff/interns across Digital Services and Programming) and led WUSF's participation in a national Digital Transformation Program, for public radio and tv stations, integrating key processes into the station's strategic planning framework.
- **Revenue Alignment:** Oversaw client relations and project management for mission related revenue producing projects, aligning commercial studio space rentals and podcast development with strategic revenue goals.
- **Crisis Leadership & Essential Service:** Led the immediate digital response during Hurricane Milton, successfully launching a text-only, low-bandwidth version of WUSF.org to provide critical, life-saving information when communication channels failed.

President & CEO

A Media Marketing | 2011 – Present

Owner and principal strategist for a boutique marketing and consulting agency.

- **Entrepreneurial & Business Acumen:** Built and sustained a boutique agency after a strategic pivot, specializing in crafting data-driven campaigns and developing long-term partnerships.
- **Fiscal Responsibility:** Managed all daily business operations, including budgeting, forecasting industry trends, and overseeing financial security for employees.

Territory Manager, Produce Division

Sam's Club, Florida Region | 1993-2010

Executive responsible for large-scale operations, personnel management, and financial performance across a high-volume, multi-regional territory.

- **Financial & P&L Management:** Held accountability for a \$250 Million Annual P&L across 34 clubs in the Florida region, regularly adjusting expenses and operations in real-time to mitigate top-line sales fluctuations.
- **Large-Scale Operations:** Managed a complex operational structure, overseeing 50+ Assistant Managers and 200+ employees across the territory, providing executive coaching, performance management, and conflict resolution.
- **Compliance & Risk Management:** Ensured strict adherence to inventory optimization, safety protocols, regulatory compliance, and company policies across all club operations.
- **Strategic Planning:** Developed regional budgets, sales forecasts, and inventory management strategies, translating corporate goals into actionable, localized operational plans.

Director of Business Development, USA

AtKisson Group | 2009 – 2013

- Certified Master Trainer of the Accelerator Program which includes systems thinking, change management, and strategic planning.
- Led workshops for companies and non-profits seeking organizational change.

EDUCATION & CERTIFICATIONS

EDUCATION

- **St. Petersburg College** — Bachelor's Degree in Business Administration, Marketing (In-Progress)

CERTIFICATIONS & LEADERSHIP DEVELOPMENT

- **Certified Master Trainer** — AtKisson Group Accelerator Program
- **PRX** — Design Thinking Intensive Training (2023)
- **Google** — UX Design Certification (2023)
- **USF** — Diversity, Equity, & Inclusion in the Workplace Certificate (2021)
- **Poynter** — ACES Introductory Certificate in Editing (2025, In-Progress)

AWARDS & RECOGNITION

- **Janyth Righter Innovation Award** — Florida Public Media (2023)