

LESLIE A. LANEY

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EXECUTIVE PROFILE

Highly accomplished public media executive with over 20 years of leadership spanning corporate operations, digital brand building, and station-level management. Proven track record managing multi-million dollar budgets, navigating complex change management, and building community-supported financial models. Offers a unique, dual perspective to the NPR Board of Directors: the analytical rigor of a corporate executive who has managed a \$250 million P&L, combined with the hands-on leadership of a member station General Manager proven in executing strategic change management and pioneering digital-first innovation.

PROFESSIONAL EXPERIENCE

General Manager

WUSF Public Media & Classical WSMR | Tampa, FL | *January 2026 – Present*

Direct the strategic direction, operational health, and financial sustainability of Florida's West Coast public media footprint, reaching over 350,000 weekly listeners across WUSF 89.7, Classical WSMR (89.1/103.9), and expanding digital platforms.

- **Fiscal & Operational Stewardship:** Oversee an \$11 million annual operating budget. Designed and currently executing a proactive, three-year workforce attrition and budget realignment plan to absorb a permanent reduction in University, state, and federal funding deficit.
- **Strategic Reorganization:** Restructured the organization from traditional, siloed departments into a flat, agile, three-pillar executive model—Content, Operations, and Membership—decentralizing daily operational workflows and maximizing staff bandwidth.
- **Endowment Trajectory:** Established a strict financial framework that firewalls daily operating cash while directing planned giving and legacy bequests toward a capital fund, setting WUSF on a clear path to a \$30 million permanent endowment by 2030.
- **National Journalistic Acclaim:** Stewarded the newsroom to secure the 2025 National Edward R. Murrow Award for Overall Excellence, 2026 Regional Edward R. Murrow Award for Overall Excellence, alongside 23 FABJ awards, including Florida's Overall Station of the Year in 2026.
- **Data-Driven Digital Transformation:** Spearheaded the total migration of donor and audience databases to Salesforce, establishing a unified, automated dashboard to maximize digital-first sustainer retention and data integrity.

Station Manager

WUSF Public Media | Tampa, FL | 2018 – January 2026

Served as the senior operational and technical executive, directing broadcast engineering, IT, traffic automation, and multi-platform digital delivery.

- **Digital Ecosystem Architecture:** Built and led WUSF's first Digital Services department, establishing the technical and strategic foundation for all modern content delivery, app development, and audience acquisition.
- **Arts Axis Florida:** Conceptualized, secured funding for, and launched *Arts Axis Florida*—a regional digital hub that now provides free promotional and media scale to over 220 local arts organizations and independent creators.
- **National Innovation Leadership:** Represented WUSF in a high-level national Digital Transformation intensive, successfully integrating modern user-acquisition and "Design Thinking" frameworks into the station's long-term capital and strategic plans.
- **Crisis Operational Continuity:** Directed the technical and digital emergency response during extreme weather events (including Hurricane Milton), engineering a low-bandwidth, text-only portal to preserve vital, life-saving public safety communications when commercial networks collapsed.
- **WUSF Noticias:** Participated in NPR's AI Pilot Labs to launch our Spanish translation product, WUSF Noticias. From a combination of AI LLM's and Human review, we translate critical public service content into Spanish, such as our Hurricane Guide, Immigration, Health & Safety, and Environmental content for our Spanish speaking population.

President & CEO

A Media Marketing | Clearwater, FL | 2011 – current

Owned and operated a boutique digital marketing and brand consulting agency specializing in data-driven user acquisition, multi-platform storytelling, and regional brand positioning.

- Managed all daily business operations, including long-term forecasting, employee financial security, client P&L management, and brand strategy for regional businesses and non-profit organizations.

Territory Manager (Produce Division)

Sam's Club (Walmart Inc.) | Florida Region | 1993 – 2010

Directed operational performance, logistics, and personnel development across a high-volume, multi-regional territory.

- **P&L Management:** Held direct accountability for a \$250 million annual P&L across 34 clubs in the Florida region, actively managing margins, labor allocation, and real-time operational costs to offset top-line market fluctuations.
- **Large-Scale Personnel Leadership:** Managed a complex operational hierarchy, directly supervising 50+ Assistant Managers and 200+ employees across the territory, providing

executive coaching, performance reviews, and conflict resolution.

Director of Business Development, USA

AtKisson Group | International | 2009 – 2013

- Certified Master Trainer for the AtKisson Group Accelerator Program; led high-level strategic planning, systems thinking, and structural change-management workshops for major corporations and non-profit organizations.

EDUCATION, CERTIFICATIONS & DEVELOPMENT

Education

- **St. Petersburg College** | Bachelor of Science in Business Administration, Marketing (*In-Progress*)

Certifications & Executive Development

- **Poynter Institute** – ACES Certificate in Editorial Editing (*In-Progress*)
- **PRX** – Design Thinking Intensive Training (2023)
- **Google** – UX Design Professional Certification (2023)
- **University of South Florida** – Diversity, Equity, & Inclusion in the Workplace Certificate (2021)
- **AtKisson Group** – Certified Master Trainer, Accelerator Systems Thinking Program (2009)

PROFESSIONAL AWARDS & ASSOCIATIONS

- **Janyth Righter Innovation Award** – Florida Public Media (2023)
- **Florida Public Media** - Board Member (2026)
- **CEO Council of Tampa Bay** - Member (2026)
- **Athena Society** - Member (2026)