



## Meet the NextGen Team...



### Joan Gerberding

Principal

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Joan Gerberding's career in the media, radio broadcasting and digital place-based media industries spans more than four decades. Radio Ink Magazine named her to their Top-50 prestigious "Most Influential Women in Radio" list an unprecedented eight consecutive times, and she earned the #1 position as "Most Influential Women..." in 2000. That year, she was also named "Broadcaster of the Year" by the Radio Advertising Bureau. Between 2000 and 2001, as one of the first in the country to launch a digital place-based media company, she earned a Fast Company "Honorable Mention" as the founder of one of the "Best New Companies."

Ms. Gerberding is no stranger to a variety of media or to building media companies around new and innovative concepts. Over the years, she has developed a proven record of accomplishments leading startups, capturing market share, driving revenue growth and creating and implementing successful strategic sales and marketing campaigns to drive new business development. She is considered a leading spokesperson for radio and now, digital media, an innovative and strategic thinker, and a dynamic and inclusive leader.

She joined Nassau Broadcasting Partners as Sales Development Manager in 1980 and rose quickly to senior management positions to become an integral part of the company's executive team. Under her leadership, radio ad revenues grew an average of 20% annually, when the industry was averaging only 8% growth. She also initiated one of the first integrated text messaging and radio sales campaigns in the U.S.

In 1996, she created and then launched one of the first highly successful unwired radio networks. As President of this national sales network, national revenues increased from \$2 million to \$10 million in under 4 years.

In the fall of 2000, she charted new territory again when she formed and became President of Nassau Media Partners, a company that integrated digital place-based media into consumer, public and commuter venues. NMP won an RFP with the NY/NJ Port Authority and launched a digital signage system in the PATH train stations in NJ and Manhattan, serving 265,000 daily commuters. After 9/11 she tackled the integration of digital displays and emergency communication system at the NY Waterway, the largest privately held ferry company in the world. Combined, the two systems billed over \$1 million in ad revenues the first year.

In 2004, Ms. Gerberding joined the fledging Outdoor Division of Arbitron. Under her guidance, new media initiatives were created and Arbitron began to offer digital out-of-home research and sales tools to alternative out-of-home companies.

In 2005 she became Director of Radio Operations for NYC based Access 1. Her responsibilities included building strategic growth initiatives for 21 radio stations in NY, NJ, LA and TX. She also developed cross-platform marketing campaign opportunities between radio, Internet, digital media and print. Her innovative strategies resulted in an increase of \$1.3 million in ad revenue the first 6 months. Ms. Gerberding left radio in 2006 to consult on the launch of several digital media start-up companies.

Ms. Gerberding has appeared on various radio and TV talk shows, she has been a guest panelist or speaker at numerous industry conferences, she's written and produced an award winning video and has been a contributing writer to several media industry magazines and educational journals. She has sat on the board of the Radio Advertising Bureau, the National Association of Broadcasters, American Women in Radio & TV, where she held the position of national president for two years, the Paley Center for Media and the Women's Media Center.

When she's not hiking the world, Ms. Gerberding lives just outside of Princeton, in Skillman, NJ.