

Mark LaCrue

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Professional Summary

Strategic and results-driven Sales and Marketing Executive with over 30 years of leadership experience in broadcast media, digital advertising, and revenue management. Proven success in driving double-digit growth, building high-performing teams, and developing innovative strategies across multiple markets. Known for exceeding KPIs, optimizing sales operations, and fostering long-term client relationships.

Key Skills

Sales Strategy • Media Management • Revenue Growth • Leadership • Digital Advertising • Team Development • Forecasting • Strategic Partnerships

Professional Experience

KFSM-TV (CBS Affiliate) – Fort Smith/Fayetteville, AR

Vice President, Director of Sales | Dec 2002 – Jul 2025

- Directed all sales and revenue operations across linear, digital, and creative platforms, leading an 18-member team.
- Consistently exceeded KPIs and expanded market share through strategic pricing and inventory management.
- Partnered with Finance and Executive teams to deliver accurate forecasting and data-driven sales initiatives.
- Implemented training programs that improved team performance, productivity, and retention.
- Spearheaded station-wide sales and marketing strategies to align with corporate growth objectives.

KSBY-TV / KWCA-WB – Santa Barbara, CA

General Sales Manager | May 1998 – Dec 2002

- Managed all sales categories for NBC & WB affiliates, overseeing Account Executives and Traffic teams.
- Achieved consistent revenue growth through innovative marketing campaigns and strategic sales initiatives.
- Coordinated with TeleRep for National sales and successfully launched a new WB affiliate

as part of the WB 100+ Group.

- Fostered a positive and collaborative team environment while maintaining focus on key business goals.

KOAM-TV (CBS Affiliate) – Joplin, MO / Pittsburg, KS

General Sales Manager | Mar 1994 – Aug 1997

- Directed all local, regional, and national revenue for this CBS affiliate.
- Supervised and trained six Account Executives, ensuring consistent delivery of revenue objectives.
- Oversaw national sales through Seltel and leveraged Nielsen ratings and research to optimize performance.
- Created innovative advertising packages and local promotions to increase market penetration.

Education

B.S. in Communications – Missouri State University, Springfield, MO