



## Gen Media Partners Hires Sales Marketing Pro Lauren Boyle and Promotes Lauren Welch in Dallas office



*Lauren Boyle*

**New York, NY – August 22, 2017 -- Gen Media Partners** has hired sales marketing pro **Lauren Boyle** to will lead the Dallas office as Vice President and Director of Sales. In addition, **Lauren Welch** has been promoted to Account Executive, also based in the Dallas office.

In making the announcements, Chief Executive Officer of Gen Media Partners, **Kevin Garrity**, observed, “Transactional avails no longer move our business. A top marketer like Lauren (Boyle) knows how to integrate radio’s local attributes with the needs of national advertisers to drive revenue for our client stations. I am delighted to welcome her to our team.”



*Lauren Welch*

Garrity continued, “Lauren (Welch) has built relationships with some of our agency partners in the Dallas market. She has proven herself to be an asset and possesses all the necessary skills to be successful in an Account Executive role. I am pleased to reward her talent.”

With 20 years of broadcast ad sales experience across local, national, General Market and Hispanic broadcasting, Boyle is an expert in segment marketing and an authority on bi-lingual and multicultural marketing. She also specializes in digital, and sports marketing. Boyle has worked at Azteca America TV, ESPN Deportes, Cultura (Dieste), and McCann Erickson.

Welch moves into her new role following two years as a Sales Support Coordinator at Gen Media Partners’ Dallas office. Prior to that, she was a Sales Assistant at Katz Media.

**About Gen Media Partners:** [www.genmediapartners.com](http://www.genmediapartners.com)

Gen Media Partners is an integrated sales and marketing company that connects consumers with advertisers’ brands by leveraging the benefits of the media assets it represents, individually or as part of a multi-platform campaign, across national, regional, and local levels. Gen Media Partners steers the operations of McGavren Guild Media, Local Focus, HRN Media Network, MG Malls, and more. The combined resources of McGavren Guild Media and Local Focus make Gen Media Partners the largest Independent radio representation firm in the U.S., offering advertisers and their agencies a platform of more than 1000 Radio Stations in 330 Markets and 98 percent coverage across the country. With a full suite of cross-media assets, including radio, outdoor, malls, audio, digital, social, experiential, and events, Gen Media Partners breaks through traditional media boundaries and empowers its sales and marketing



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experts to develop campaigns that drive ROI for advertisers and agencies and deliver revenue to its radio station clients. This new multi-level model for media sales representation is The Gen Media Approach.

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