



## **Ken Lagana**

### **Executive Vice President of Digital Sales**

Ken Lagana is the Executive Vice President of Digital Sales of Audacy. Audacy is a scaled, multi-platform audio content and entertainment company with a leadership position in virtually every segment of the dynamic and growing audio business—including broadcasting, podcasting, digital, network, live events, music, sports and news. Audacy is also the #1 creator of original, premium audio content, engaging over 170 million consumers each month.

In this role, Lagana leads sales strategy for the company's large and rapidly growing digital business, including the Audacy app, the fastest growing digital audio platform in the United States (formerly RADIO.COM), and Audacy's Podcast Network, which includes Cadence13, an industry leader in podcast creation and distribution, and Pineapple Street Media, an award-winning, renowned independent producer of top-rated podcast content.

Prior to joining Audacy (then Entercom) in 2019, Lagana served as Head of Sales and Marketing for Megaphone, the leading provider of breakthrough podcast technology for publishers and advertisers. He played a key role in developing and promoting Megaphone Targeted Marketplace (MTM), the company's game-changing advertiser-driven targeting and measurement solution. Previously, Lagana was Senior Vice President of Global Sales and Marketing for CBS Digital Media where he oversaw revenue generation and integrated marketing for the company's entertainment, news and sports properties globally. His media career spans over 20 years and also includes sales and management positions at Turner Broadcasting and planning and strategy roles at Grey Advertising.

Lagana earned a Bachelor of Science degree in strategic communications from the University of Delaware.

###

