



Valerie Blackburn
Principal
VKB Media Consulting

A top-level executive with a proven grasp of big picture business operations in project management as well as financial and strategic planning, Valerie Blackburn has achieved notable success across diverse industries including broadcasting and digital media. She has overseen the financial operations for some of America's most successful broadcast operators in their top markets, frequently implementing breakthrough business and software systems for the companies she worked with, served on the board of directors of several organizations and been actively involved in numerous community causes. Most recently Valerie spent a number of years with CBS Radio in finance roles as well as a General Manager, then with Audacy as a Project Manager. Later she started her company, VKB Media Consulting, and has continued to work in the industry since then.

Valerie was named numerous times as one of the Most Influential Women (MIW) in Radio and was recognized as an MIW Legend in 2014. Valerie served on the AWM Board for a number of years including two years as Chair, then as a Co-Chair for the Gracies and for a period of time as Interim CEO. She was recognized in 2022 as the AWM Legacy Leadership recipient.