



Erica Farber
President and CEO
Radio Advertising Bureau

As president and CEO of the Radio Advertising Bureau, Erica Farber leads radio's advocacy efforts by helping to drive business, grow advertising revenue and communicate radio's digital transition.

Farber joined the organization in January 2012 as executive vice president, responsible for membership services and professional development. Prior to joining RAB, she was the CEO of the radio consulting and internet service provider, The Farber Connection, LLC, a firm she founded in 2010. During her fifteen-year tenure at Radio & Records, Farber held various positions including COO, president, publisher and CEO.

Farber has held nearly every position in radio sales and management, including rising through the ranks at INTEREP companies and serving as executive vice president/radio development director. During the early years of her career, she held positions at KRTH-FM, KABC-TV and KIIS-AM in Los Angeles. Her radio management career grew quickly when she was appointed general sales manager and general manager of WROR-FM in Boston in the same year. Her success then led to an appointment as vice president/general manager of WXLO-FM in New York.