



**Kim Johnson**  
**Director of Sales**  
**Radio Advertising Bureau**

Kim Johnson is the RAB's director of sales for professional development. Kim brings an extensive background to the RAB team. She grew up in radio and one of her earliest memories is riding her tricycle through her family's first radio station prior to construction being complete. After numerous years of handing out bumper stickers and concert tickets while building an extensive wardrobe of station t-shirts, she decided it might be fun to actually get paid for this type of work. After receiving her degree at the University of Missouri, she went on to a great career in and out of radio. Within radio, she has held numerous titles, including corporate promotions director, business manager and sales account executive.

Additionally, she is part owner of a broadcast group in Salida, Colorado. During her time in radio sales, she went through RAB training and credits most of her sales accomplishments to what she learned there and the research available from RAB. Her experience helps her relate to the needs and challenges that managers and sales executives face on a daily basis. Because of her passion for this industry, she truly wants to help RAB members find the right training, tools and resources to achieve the growth and success they desire.

She was a member of Rising Through the Ranks class in 2016 and has helped organize, facilitate and lead this leadership empowerment program since 2021. Additionally, she holds certifications in RMP, CRMC, CDMC, and CRSM.

Kim lives near Denver, Colorado. If you need any help handing out bumper stickers, concert tickets or spinning the prize wheel, she's got a couple of teenagers who can offer up their services! In the meantime, they'll stay busy hiking, paddle boarding and enjoying all Colorado has to offer.