



**Jeff Schmidt**  
**SVP, Professional Development**  
**Radio Advertising Bureau**

Jeff likes to start with why, and Jeff's why is: To inspire, engage, educate, equip and empower people to believe in themselves, have confidence in their abilities and achieve even greater levels of success – however they define success.

While his mother wanted him to become a preacher or a lawyer, Jeff Schmidt became a salesperson with the Midwest Family Broadcast Group in the '80s. Jeff has been “on the air”, on the streets as a successful seller and has spent years inspiring teams as sales manager. Jeff has navigated the complexities of working for small independently owned companies, survived the tumultuous occasions of ownership changes and excelled in the corporate arena. He rose through the ranks as sales manager, market manager and regional vice president. He has served in various sales roles and organizations in his 30+ years in radio.

As SVP of professional development, Jeff Schmidt oversees the professional development group across all RAB's training services and works with the industry's leadership to continue to provide a professional development practice positioned to serve an evolving industry sales force focused on digital, solution-based integrated marketing and sales efforts.

Jeff's passion is to help you get better. He lives his personal mission statement: Think BIG and make BIG things happen.