



Rob Babin **Executive Vice President, Radio** **Cox Media Group**

Rob Babin is the Executive Vice President, Head of Radio for Cox Media Group (CMG). Rob is responsible for the profitability, strategic direction, and operational execution of CMG's radio platform, spanning 49 radio stations in 10 markets nationwide.

Rob's career in radio spans 28 years, with 23 years spent leading various business units and markets for CMG, including Regional Vice President leading five radio markets (Miami, Houston, Tampa, San Antonio, and Long Island), VP/Market Manager for CMG Atlanta, VP/Market Manager for CMG Miami Radio, VP of Sales and General Sales Manager for CMG Atlanta, and General Sales Manager for CMG Orlando. Before joining CMG, Rob spent his early radio career in the Baton Rouge and New Orleans markets.

Rob is a proven leader with a deep passion for the radio industry, CMG, and his people. His leadership has consistently led top-performing teams to achieve record-breaking revenue and ratings performance. Rob's teams have also earned national recognition, including two NAB Service to America Awards and several Marconi Radio Awards. His influence in the industry is further underscored by his inclusion in Radio Ink's 40 Most Powerful People in Radio for the past 4 years.

Rob has served on several community and industry boards, including the Urban League of Broward County, Orange Bowl Committee, Partnership Against Domestic Violence, and Florida & Georgia Association of Broadcasters. He is currently a board member of the National Association of Broadcasters and the Executive Committee of the Radio Advertising Bureau.

Rob studied Mass Communications at Southeastern Louisiana University and received a certification in Strategic Innovation at Georgia State University.

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