



Ruth Presslaff **Board President** **MIW**

For Ruth Presslaff, it all started on the first day of college, at WTUL, New Orleans. After a stop for some Frisbee on the Tulane University quad, Ruth walked into the college radio station and rarely walked out.

In short order Ruth was on-air, and by her sophomore year, became the first female general manager of the station.

Now, 30+ years later, Ruth has:

- Worked for a legendary radio network that included Dick Clark as one of its partners.
- Started her own company, repping interactive technology to radio stations.
- Created her own proprietary software and built Presslaff Interactive Revenue around email marketing, database collection, analysis and application, contesting and surveys. PIR served just about every radio group in the country, as well as many television stations and newspapers.
- Sold her company not once, but twice. First to Arbitron, with a buy-back a couple of years after the initial sale. Then, in August 2017 to Second Street Media, the leading provider of promotions software for all media.

Ruth has the honor and distinction of being the president of the board for Mentoring and Inspiring Women in Radio, Inc. Ruth has spoken at numerous conferences including the National Association of Broadcasters, Commercial Radio Australia, numerous Local Media Association conferences and the Radio Advertising Bureau Managing Conference.

Email: ruth@presslaff.com