



Rob Babin

President of Radio

Cox Media Group

As President of Radio at Cox Media Group (CMG), Rob Babin leads the strategic direction, operational execution, and profitability of CMG's radio platform, encompassing 50 stations across 10 markets. With over two decades of experience, Rob has a proven track record of driving growth and innovation. His leadership is characterized by a commitment to excellence, a focus on audience engagement, and a dedication to fostering talent within the organization. Rob's strategic vision continues to position CMG's radio stations as leaders in their respective markets, delivering high-quality content to diverse audiences nationwide.

Rob's career in radio spans 29 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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