



Heather Ladage

Publisher, Austin Business Journal

Heather Ladage fell in love with the media industry as a copy writer at Indiana University's award-winning newspaper. She has since worked in television, for print magazines and newspapers and now across multi media platforms. Ladage was named publisher of the Austin Business Journal in February 2012 and has spent the last decade with American City Business Journals where she won the Chairman's Eagle Award for Excellence in 2004, 2005 and 2007. Prior to her tenure with ACBJ, Ladage spent time at Destination Marketing Hawaii and Publicitas/Globe Media representing national titles such as Arthur Frommer's Budget Travel, Midwest Living, Wall Street Journal, Travel & Leisure, the San Francisco Chronicle, The New Yorker and Outside Magazine.

AUSTIN BUSINESS JOURNAL

Austin, TX

Publisher

February 2012 - present

- Lead 25-person staff to performance across all areas of media business – print and online audience development, marketing strategy, advertising and sponsorship revenue, creative design, business integrity and editorial vision.
- Represent company in business community.

AMERICAN CITY BUSINESS JOURNALS

Austin, TX / Charlotte, NC

National Audience Development Director - Sales

January 2012 – February 2012

Regional Circulation Marketing Director

September 2010 – December 2011

Circulation Sales Development Director

June 2008 – August 2010

- Worked with account executives, directors and publishers to reach monthly, quarterly and annual circulation sales goals.
- Developed and managed national sales contests and incentives for 85 account executives across 40 markets.
- Analyzed and recommended company-wide AE compensation plans and 30/60/90 day performance markers.
- Created sales retreat materials and training opportunities on overcoming objections, recession selling, leaving voicemails, using social media to increase your network, selling to specific industries and presenting reader seminars.
- Oversaw first National Sales Rally for AEs and maintained 100% new hire graduation rate from ACBJ Circ Sales Academy.

AUSTIN BUSINESS JOURNAL

Austin, TX

Circulation & Marketing Director

April 2002 – June 2008

Circulation Account Executive

October 2001 – March 2002

- Recruited, hired, trained and managed 3-person team responsible for success of circulation, marketing and events.
- Turned around circulation department that was ranked #41 and down 10% in 2002 and 2003 to one of the top performing teams in the country growing 25% from 2004 to 2008 and winning first ACBJ Summit Award.
- Grew event ticket revenue from \$95K in 2002 to \$362K in 2007 and made events profitable without ad dollars.
- Ended final year as circulation director \$13K over subscription revenue goal and +269 subs or 6.51% growth.
- Completed and defended annual budget for circulation and event revenue and expenses.

DESTINATION MARKETING HAWAII

Honolulu, HI

Account Manager

October 1998 – July 2001

- Responsible solely for new business development at 2-person media firm representing national titles including Arthur Frommer's Budget Travel, Travel Weekly, Outside, Midwest Living, Wall Street Journal and The New Yorker.
- Recruited by former Hawaii manager of Publicitas/Globe Media to help start her company; ran company while she traveled approximately 2 months per year.
- Started and managed DMH internship program.
- Sold over \$750K in new travel industry advertising for Arthur Frommer's Budget Travel in 2001.

PUBLICITAS/GLOBE MEDIA

Honolulu, HI

Advertising Coordinator

August 1997 – September 1998

- Supported 4-person sales team representing portfolio of national publications - Leisure Travel News, Outside, Golf, The New Yorker, Dallas Morning News, Denver Post, San Francisco Chronicle, as well as American Express publications Travel & Leisure, Food & Wine and Departures magazine.
- Coordinated reader service program for all Hawaii clients for appropriate publications.
- Planned high level client events including Presidents' Forum with C-level travel leaders from across the country.

AWARDS & RECOGNITION

- ACBJ Eagle Award for Excellence - 2007 (team), 2007, 2005, 2004 (individual)
- ACBJ Marketing Excellence Awards – 10 times from 2002-2007
- Austin Ad Woman of the Year Nominee, 2005 and Austin Woman Magazine PR+AD GALS Honorable Mention, 2007
- Previous board member of Austin Ad Fed (VP of Membership), Boys & Girls Club Emerging Leaders, Seton Forum, Ballet Austin Guild (VP of Membership) and 300 Le Grande Homeowners Association (President)

National Association of Corporate Directors Texas TriCities Chapter |

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EDUCATION

INDIANA UNIVERSITY – BLOOMINGTON, IN, Journalism and Liberal Arts, 1991-1996

Indiana Daily Student, copywriter, 1993-1995