



Sharon Blankenship
Founder/President/CEO



LAN International

With over 30 years in the broadcast and technology industries, Sharon Blankenship has established herself as a pioneer and visionary in the media world. Her achievements in quantifiable advertising and interactive marketing, which include consulting with former President Bill Clinton, have been detailed in news outlets across the country, and in many ways have set the standard for others to follow.

In 1996, Blankenship co-founded LAN International, a software development company serving radio and television stations. Under her leadership, the company has grown from a small technology startup to one of the broadcast industry's premier providers of revenue management solutions. Now a wholly owned subsidiary of Clear Channel Communications, LAN International has over 110 employees, with offices in California, Texas and Florida. Led by its flagship product Viero™, LAN's integrated suite of enterprise solutions are used by over 1,100 stations in 220 markets across the country, and provide the foundation for Clear Channel Radio's domestic traffic and billing systems. Having recently announced a groundbreaking new advertising platform with Google, Blankenship continues to ensure LAN International is on the cutting edge of a highly competitive, rapidly evolving industry.

Prior to LAN International, Blankenship directed the development of business and technical specifications for Bell South Interactive Media Services in Chamblee, Georgia, focusing on television and interactive shopping applications. Sharon also served as Partner at The Advisory Group Consulting Firm, spearheading the development of interactive media applications and business modeling.

In the late 80s and early 90s, Blankenship served as Regional Vice President of San Antonio-based KBL-TV, where she worked with Nielsen Media to pioneer the cable industry's first ever quantified measurement of local cable networks. She was also instrumental in the development of one of the nation's first interactive television applications. The system, coined Star Response, was the first application of its kind, allowing TV viewers to respond real-time to questions and offers from advertisers. Under her watch, KBL-TV's revenue increased an unprecedented 500%.

In 1993, her work caught the attention of the White House, and she was invited to consult with President Clinton's Media Department on the effective use of Interactive Television with the public. Also during this time, with funding from the Markel Foundation, Blankenship and her team produced the first-ever, interactive television discourse: *Conditional Critical-San Antonio Debates Healthcare*. This was an important milestone as it served as the nation's first model and prototype for the newly emerging concept of virtual town meetings.

Blankenship earned her Bachelor of Science Degree from Texas A&M University, where she was Feature Editor of the University Newspaper and member of the University Forum. She has two grown sons and lives with her husband, Hassel, in Dana Point, where they are active members of the Faith Episcopal Church.

During the course of her professional career, Blankenship has been very active with numerous professional and philanthropic organizations. Past and present, these include:

- **Women In Business/Orange County**
- **Women in Technology/Orange County**
- **Software Council of Southern California**
- **Residential Broadband Forum**
- **Board of Directors - San Antonio Library Foundation**
- **Board of Trustees - San Antonio Women's & Children's Hospital**
- **Leadership Texas Program - founded by then Texas Governor Ann Richards**
- **Board of Directors – Episcopal Service Alliance**
- **Founding Member – St. Francis by the Lake Episcopal Church**

Her work and achievements have been documented in both local and national media, including:

- ***The New York Times***
- ***The Washington Post***
- ***Ad Age Magazine***
- ***CableVision***
- ***Cable Avails Magazine***
- ***Cable World***
- ***Interactive World***
- ***Report TV Magazine***
- ***Multi-Channel News***
- ***Dallas Morning News***
- ***San Antonio Express News***
- ***San Antonio Business Journal***
- ***Orange Coast Magazine***

Awards/Honors

- **Gold Mine Innovator of the Year Award – CableVision Magazine**
- **Robert Alter Award of Excellence (for outstanding contributions to the Cable Ad Industry) – Cable Advertising Bureau**
- **Jack Hill Award (for excellence & integrity in research-KBL-TV) – Cable Advertising Bureau**
