



## **Patti Roberts**

*Senior Vice President / Customer Operations*



### **LAN International**

Patti directs the activities of LAN Customer Relations, Training Services, Customer Support, and Field Implementation and Conversion Services. During her tenure with LAN, Patti directed the industry's largest-ever traffic and billing software conversion project. This involved converting nearly 1200 Clear Channel radio stations in 220 markets to LAN's inventory and revenue management solutions over a period of several years.

This considerable undertaking required major expansion of LAN's customer training center, and major development of its customer support services capabilities and web-based training program, all under Patti's direction. She joined LAN as Director of Training and Documentation.

Earlier management experience includes over 20 years with Cox Communications in various managerial positions within customer service, technical operations and advertising sales. There she planned and directed multiple hardware system and software conversions, along with many of the company's facility build-outs.