

# MAKING WAVES

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PROMOTING PROGRESS, CREATING CHANGE



**26** Foundation Trustees  
Tribute With a Twist

**Top 20 Women in  
Sales and Marketing**



# Top 20 Women in Sales and Marketing

They're motivated. They're innovative. They're at the top of their games. These top 20 women in radio, TV and cable sales and marketing, selected in a nationwide poll by AWRT members, are making a name for themselves – and their companies.



Julie Ballard-Lebe

## **JULIE BALLARD-LEBE**

Senior Vice President/  
Director of Sales/Regional Offices  
Viacom Stations Sales

### **Helping the Curious**

Julie Ballard-Lebe was named senior vice president/director of sales/regional offices of Viacom Stations Sales, an in-house television representation firm of both CBS- and

UPN-owned and -operated stations, in March 2004. Prior to this promotion, Ballard-Lebe most recently served as senior vice president/West Coast sales, overseeing the company's Los Angeles and San Francisco offices/territories. Prior to Viacom's purchase of CBS Television Stations, she was vice president/director of sales for the CBS Los Angeles office. All total, Ballard-Lebe has been with the company's management team for 17 years.

Prior to joining CBS, Ballard-Lebe served as vice president/sales manager of MMT Sales Inc., an independent national television rep firm handling sales for various TV affiliates across the country. Working in both the Los Angeles and Chicago sales offices for MMT, Ballard-Lebe held various positions from account executive to sales manager for more than nine years.

She began her career as an account executive with WDAI-FM, the ABC-owned and -operated radio station in Chicago before moving into television. Ballard-Lebe graduated from Northern Illinois University, Dekalb with a bachelor's of art in journalism. A strong believer in giving back to the community, Ballard-Lebe is involved in various charities and university programs, giving internships to those who want to venture into our exciting business.



Jill Albert

## **JILL ALBERT**

Senior Vice President/Director of Marketing  
Interep Marketing Group

### **From the Inside Out**

Starting her career on the agency side of the business gave Jill Albert an invaluable per-