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**Radio Industry Expert Chuck Sullivan Joins  
Research Director, Inc. to Lead Business Development**

**Annapolis, MD**, September 6, 2023 — Research Director, Inc., The Ratings Experts, is excited to announce the addition of Chuck Sullivan as Business Development. Chuck joins the team with a wealth of industry knowledge, having spent his entire career in radio. His recent stints with Milwaukee Radio Alliance and Audacy in Denver have given him a firm grasp on the obstacles stations are facing at this time.

A native of North Carolina, Chuck earned his BA in Communication and Media Studies at the University of North Carolina-Wilmington. With over 20 years of radio experience serving as both a general manager and owner, he has worked with large national groups including Audacy and Cumulus Media. He got his start in 1996 at Ocean Broadcasting, which he owned and operated for 10 years.

CEO Marc Greenspan is thrilled to bring the radio veteran on board and confident in his abilities. “When I was first introduced to Chuck, I saw right away that he would be a great fit for our company and especially, our clients. I am so excited to welcome Chuck to the RDI family and look forward to working with him.”

“I have a passion for the role that radio serves to its listeners, clients, and the community,” Chuck shares. “I am looking to not only grow our client base, but also to assist in developing new ideas and services to best meet their needs. RDI continually serves up answers to the most vexing questions and challenges facing the radio industry.”

Chuck brings to the table his own understanding of RDI’s services on a personal level. “I had been a client of RDI, both in a diary market and a PPM market. I know firsthand how they can be the deciding factor in success or failure for their clients. I also know that the radio industry currently has an inferiority complex compared to other media. I look forward to showcasing RDI’s tools and helping our clients stand tall as proud and successful emissaries of radio.”

## **About Research Director, Inc. — The Ratings Experts**

At Research Director, we don't just deliver data. We enable radio stations across the U.S. to grow their ratings and revenue using a unique combination of proprietary analysis tools and consulting services. Our expert team of sales and programming consultants works closely with our clients to provide strategic guidance and powerful tools that laser focus on increasing sales, providing a better understanding of ratings changes, and identifying opportunities for ratings growth. The result enables radio stations to make more confident programming decisions, compete on the same level with larger groups, and become a marketing resource to their clients, all while saving time and resources. Visit [www.ResearchDirectorInc.com](http://www.ResearchDirectorInc.com) to learn more.

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