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JOHANNA WEBER

VP of Sponsorship Marketing, National Public Media

By I-Hsien Sherwood

Late last year, Johanna Weber became National Public Media's first VP of marketing. At a time when audio and the airwaves are resurgent, she expanded the new-business pipeline by 25 percent and her team drove a triple-digit revenue increase from sponsorships of NPR events.

A former program director for her college radio station, she knows what types of messaging connect with audiences. "Inform, don't sell," says Weber, 39. "Digital audio audiences, like podcast listeners, don't want a brand message that's out of sync with the tone of what they're listening to."

She's also keenly aware of the mission of the organization she represents, and tries to drive that home for potential sponsors, too.

"As someone raising children in today's times, I'm so grateful to have a platform to turn to and help them make sense of the world and think about bias and objectivity and difficult conversations," she says. "I feel like I work for the unicorn of the media industry. It's just tremendous."

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