

# Chris Kennedy: Profile

Chris Kennedy is one of North America's leading authorities on identifying market and format opportunities in the radio industry, helping build successful strategies for clients using accurate ratings projections to reach their goals.

As Partner and SVP/Consulting and Market Research for Joint Communications, he has brought his insights to more than 140 radio stations around the world, including most major markets throughout Canada and the United States as well as for national broadcasters in Chile, Germany, Portugal, France, Columbia, Panama and Costa Rica.

He is considered a leading "Big Picture, Big Idea" thinker for media, bringing complex ideas into successful reality. Often, he finds opportunities based on market research no one else has identified, which have led to dominant ratings success.

Combining his ten years of experience prior to joining Joint Communications as a radio Program Director, General Manager and host of #1 shows in mornings, middays, afternoons and evenings (in music and talk formats) with his 13 years of work with Joint, he helped turn-around many heritage stations in trouble and in need of a format fix, including major market Rockers in Boston, Vancouver, Toronto, Seattle, Atlanta, New York and Houston.

In addition, Chris Kennedy serves as a contributing editor and author for leading trade magazines such as Friday Morning Quarterback as well as Progressive QB, Active QB and Modern QB and is a regular presenter at the annual Canadian Music Week Conference in Toronto and annual NAB conference every Fall. He is a graduate of Illinois Wesleyan University and just recently started his MBA with the University of New Haven.

