

Tony Coles grew up in a small rural town and built his career in some of the largest media markets in the country. He joined iHeartMedia in 2004 and rose to Division President of the Metro Markets Group, where he carried P&L responsibility of more than \$350 million across 22 markets, before stepping into his current roles as President of the Black Information Network and President of Multicultural Business and Development.

In those roles, Coles treats audience growth and workforce demographics as one problem instead of two, a position that has made him a sought-after voice on what he calls America's most significant generational market shift. His premise is direct: the workforce companies are hiring today previews the consumer market they will depend on tomorrow, and the organizations that treat that shift as a growth strategy will outperform the ones that treat it as a compliance exercise.

Coles was named National Board Chair of Big Brothers Big Sisters of America in 2026 and serves on the boards of the Radio Advertising Bureau and the NAB Leadership Foundation. He holds an MBA and completed governance certifications through the Wharton School and Arizona State University's NexGen Academy for corporate directors. Outside of iHeartMedia, he is Founder and CEO of AltusPoint Advisors, a business and board advisory practice.

He speaks to executive and HR audiences about demographic-driven growth strategy and the operating discipline required to lead through generational market change.