

As someone who's worked for four Digital Sales Managers in a nine-year career in Digital Advertising, I can easily say Ashley Roberson is the best. Ms. Roberson does everything in her power to help those under her succeed. As a member of her department's support staff, I can attest that the policies and procedures she helped institute and enforce have made us one of the most (if not the most) successful digital markets in CBS Radio's portfolio. She has a tenacious attitude when it comes to boosting revenue and can figure out a strategy for any client that walks through our doors. As a supervisor, she's honest, consistent and always gives 110%, and expects you to do the same. Incredibly detail-oriented and brings fun with her wherever she goes. What more could you want?

Beau LeBlanc
Digital Content at CBS/Entercom

I have had the pleasure of working with Ashley for the past 4 years. She has always proven to be a consummate professional as well as a courageous and thoughtful leader. Her understanding of sales is a certain strength. I would strongly recommend Ashley to any potential employer.

Nathan Honnold
Videographer at CBS/Entercom

Working on projects with Ashley always came with one guarantee, and that was that she would see it through until the end. Ashley never saw obstacles, only opportunities and she welcomed them.

Daryl Killian
Account Executive at CBS/Entercom

Ashley and I have worked together on several sports-related content projects, and the one thing I appreciate about her is her willingness to consider any idea, no matter how small it is. One of those water cooler chats turned into a very successful soccer-related video podcast that was a major revenue driver for the company. From soccer to baseball to professional wrestling-related content projects, Ashley has been a strong collaborator and has helped turn our ideas into dollars. Not to mention, Ashley has been willing to apply her expertise to areas outside of her department, such as an instance where we relied on her to help solve a complex issue involving sports programming. She worked long hours to help us get on the same page. Ashley is a great teammate and I strongly recommend her!

Mike Conti
Brand Manager at CBS/Entercom

Ashley is a very motivated and energetic sales leader. She is responsive when needed and puts the team first. When a task is put in front of Ashley, she lays out a strategy, explains what's needed, and sticks to the plan until finished. She has shown she is the type of person that people want to work for - and her results prove it.

Joe Strailey
Digital Sales at CBS/Entercom

Ashley was a major asset to me and a pleasure to work with. Her knowledge and experience regarding the selling of our digital assets have benefited our time together. Her willingness to think outside the box and to come up with big ideas has served me well over the years.

Franz Lynch
Account Executive at CBS/Entercom

If you are looking for an expert in Digital Advertising, look no further. Ashley has deep knowledge of the full spectrum of digital products on the market today. Ashley is a professional who spearheaded a team of 20 sellers in the digital realm to create and execute custom digital marketing campaigns. A team player with great energy while coaching the sales staff, as well as, presenting in front of Clients.

Kelly Langham
Account Executive at CBS/Entercom

Ashley is a fun and energetic professional who always gives 100% and works to get the job done! I have enjoyed working with Ashley over the past several years. Her ideas are out of the box and she is always willing to go the extra mile to help her colleagues.

Alysa DiSanto
Account Executive at CBS/Entercom

I have worked with Ashley for the better part of five years and you don't find many better than her. Ashley is great at working with her team, our sales team, and our clients. She trained us, guided us, and held us accountable. She is a great problem solver and our clients truly appreciate that. The digital world changes daily and Ashley and her team are on top of it and are the best in the market.

Jon Parla
Account Executive at CBS/Entercom

Ashley is a gifted and talented digital sales manager and digital sales professional. Her product knowledge, creativity, and drive helped lead our sales group to multiple years of over-budget productivity. She helped us navigate the ever-changing digital landscape by hosting several in-person and virtual training seminars to better our ability to present Entercom/CBS digital capabilities to our new and current clients.

Eric Freeman
Account Executive at CBS/Entercom

Ashley is amazing when it comes to managing her department. I could count on her to be a leader and not just a boss. She is well-versed in all things digital. She knows how to create a campaign that is both cost-efficient and effective for clients. Ashley is a problem solver and comes up with solutions that are win-win for both the company and the client. It's also nice to work with someone who cares about you and wants her team to be the best they can be.

Skye Smith
National Sales at CBS/Entercom

I have had the pleasure of working with Ashley in multiple capacities throughout my time with Entercom (formerly CBS RADIO). Ashley is known to be hardworking, but what people might not know is the extra mile she truly goes. Both in her local office and as a Regional Manager for others, she truly takes the initiative to go the extra mile and fosters strong leadership because of this. I have witnessed her innate ability to motivate and lead sales in many different environments and am extremely thankful to be able to learn from her.

Anna Emmerich
National Sales at CBS/Entercom

Ashley is known for being caring, hard-working, and dedicated to doing things the right way. As a Digital leader for Entercom, she is both knowledgeable and capable of impacting Digital sales and operations; from inception to sale to execution. I am grateful for the opportunity to have been her peer over the last five years.

John Linder
Digital Director at CBS/Entercom

I've worked with Ashley for close to four years and truthfully feel like we're part of the same team in many respects. She sees both sides of any situation and genuinely inserts herself into the other person's shoes. I know firsthand that her team strives to be their best because of her strong leadership. Ashley would be a valuable asset to any company.

Micheal Ruby
Client Success Manager

Strong Managers are knowledgeable, engaging, and passionate and hold their people accountable to help them achieve their individual, as well as the group's, goals. Ashley possesses a great deal of each of these qualities. She has a strong and infectious desire to win which is evident within the teams she manages. This combined with her ability to create and execute a detailed plan for success delivered with a sense of urgency makes Ashley a very strong addition to any management team.

Rory Flynn
Sales Director at CBS/Entercom

You rarely have the opportunity to report to a manager who is also a coach and a mentor—but I have for the last four years working for Ashley. She first hired me to work on the content team and then again as the market Senior Digital Sales Specialist. Even as her role has grown during our time working together (she now manages multiple markets following a promotion), she still makes time to guide me through best marketing practices as well as being a more effective supervisor of a large team of sales reps. Best boss ever, without question!

Kurt Krongold
Key Accounts at CBS/Entercom

Ashley and I work closely together at CBS managing the Account Executives. At CBS, there is a range of executives from A-player/National level to beginner & she can help improve digital sales performance at every level. She has a phenomenal knowledge of the sales process & can coach our staff in a way that fosters learning, engagement & improved results at every level. Digital Sales can be complicated & she excels at simplifying difficult concepts for the reps in a way that makes new products easier to understand, and explain to clients & thereby sell. Her work ethic is outstanding & she consistently goes above and beyond...she is extremely accountable and takes great pride in her results. Our team in Atlanta consistently leads the country in Overall Digital Sales and new Product Sales. The bottom line is that you want her on your team.

Heather Perkna
Sales Manager at CBS/Entercom