

Employment History

- **Executive Vice President and Chief Revenue Officer**
Comcast Corporation
NEW YORK Former Carat USA president ...
www.adweek.com, 7 Jan 2008 [cached]
NEW YORK Former Carat USA president Ray Warren has joined Comcast SportsNet, a distributor of regional cable sports networks and a unit of the nation's largest cable operator, as evp, chief revenue officer, a new position.
Warren is responsible for maximizing revenue from national and local advertising and marketing across all traditional and new media channels on the Comcast SportsNet outlets and for developing new revenue streams.
Warren, based in New York, reports to Jon Litner, president, Comcast SportsNet.
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- **Carat USA President**
Comcast Corporation
The pair has known each other for more than a decade, when Warren was CEO at sports program packager and distributor Raycom Sports and provided ABC, where Litner was a senior sports executive, with a number of programs.
- **President and Chief Executive Officer**
Raycom Sports
Warren left Carat last summer, after the Aegis-owned media shop reorganized."The first thing that came to mind when I sat on the beach thinking about what to do next was sports," Warren said."I am a true believer in sports as a marketing platform.I don't know that there is a better one, frankly.I also wanted to get back into the content side of marketing."
Commenting on the hire, Litner said in a statement, "I am delighted that Ray is joining our team. ...
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- **Executive Vice President for Sales and Marketing**
Raycom Sports
Prior to joining Carat in 2005, Warren was managing director in charge of national broadcast buying for Omnicom's OMD.
- **President and Chief Operating Officer**
Raycom Sports
Warren Named Carat USA President
www.mediaweek.com [cached]
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...
- **President**
Carat USA
Ray Warren has been appointed president of Carat USA and president of Carat Media Group Americas.In the latter capacity, he will oversee the operations of Carat USA, Carat Canada and Carat Latin America, announced Carat Americas CEO David Verklin.
- **Chief Executive Officer**
Carat USA
Previously managing director at OMD USA, Warren brings 25 years of media experience to his new post, having worked not only in media buying but also in sports television and in network sales.
At OMD USA, he has overseen the growth and increased profitability of national and local television and radio buying, sports marketing, entertainment marketing, direct response, branded entertainment and Hispanic marketing across the company.
- **Managing Director**
OMD
Prior to joining OMD, Warren was president and CEO of Raycom Sports, an entrepreneurial leader in redefining sports programming and developing cutting-edge advertising opportunities.He joined Raycom Sports as executive vp for Sales & Marketing in 1988, rose to COO in 1994 and became president/CEO in 1998, where he remained until 2002.
- **President**
Carat Media Group Americas
,We have exciting plans in store for Carat in the months ahead, and Ray is just the inspirational leader that we need to get us there, said Verklin in announcing Warren's hire. ,We want to build on the pioneering work that we are doing for Procter & Gamble in the Communications Planning area and establish Carat as the clear thought-leader in this growing field.
...
- **Managing Director**
Omnicom Group Inc.
Said Warren: ,I am excited to be joining Carat at a time of such explosive growth.
- **Managing Director**
OMD USA