

Kevin Leap

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Senior Business Executive | Publisher | Media & Marketing | Brand & Revenue Growth Leader

Selected highlights:

- Over **25 years of executive leadership** spanning publishing, media, advertising, marketing, and clean energy across Fortune 500 companies, startups, nonprofits, and international ventures; extensive expertise in B2B and B2C strategy, vertical integration, and cross-market execution for both domestic and global brands.
- Generated **\$200M+ in new business revenue** through strategic turnarounds, rebranding initiatives, and market expansion; led comprehensive revenue transformations across print, digital, and live event platforms, with proven success in brand positioning, monetization, and audience growth.
- Trusted **board member and civic leader** with deep community ties and track record of building high-performing teams, mentoring talent, and cultivating long-term trust with investors, partners, and stakeholders; recognized for advancing thought leadership through high-visibility content, public engagement, and executive-level collaboration.

Awards:

San Diego Emmy Award 2X Winner, Television Production | **Marcomm Platinum Award 3X Winner**, Media & TV Production | **Kelly Award**, Advertising Campaign | **Top 50 People to Watch**, San Diego Magazine | **Top 20 People <40**, Press Time Magazine

CORE COMPETENCIES

Revenue Growth | Business Development | Organizational Leadership | Cross-Functional Team Management | P&L Management | Corporate Sponsorships | Negotiations & Contracting | Editorial Oversight | Marketing & Communications | Brand Positioning | Cross-Platform Content Strategy | Media Relations | Strategic Partnerships | Board Relations & Governance | Change Management | Risk Management | Event Management & Monetization | Community & Stakeholder Engagement | Audience Development

PROFESSIONAL EXPERIENCE

Publisher | San Diego Business Journal – San Diego, CA

2023 – Present

Lead transformation and growth of premier business publication, overseeing all revenue operations, editorial direction, brand strategy, and integrated media initiatives. Direct cross-functional team across print, digital, events, and partnerships to drive audience growth, monetize new verticals, and deepen market relevance. Serve as key liaison to corporate sponsors, business organizations, and institutional partners, expanding Journal's reach and influence across Southern California.

- Increased advertising revenue by 20% through repositioning of ad inventory, audience packaging & sponsorship offerings.
- Forged high-impact partnerships with 17 business and professional organizations—including Deloitte, JP Morgan, Sempra Energy, Bar Association, Chambers of Commerce, and Realtors Associations— to co-develop corporate branding programs, secure long-term sponsorships, and anchor publication within key industry networks.
- Opened new advertising and editorial verticals in Defense (General Atomics) and Transportation (Alaska Airlines), unlocking untapped revenue categories.
- Grew print circulation by 50% and social media following by 35% within one year—despite industry-wide declines—through targeted content curation and data-informed engagement tactics.
- Elevated publication's thought leadership profile by launching Community of Business podcast, hosting 15 annual executive-recognition events (CEOs, CFOs, Veterans, Business Woman of the Year, Best Places to Work), and creating a sold-out AI Symposium in partnership with Boston Consulting Group.
- Retooled all digital assets, including website and newsletter, improving user experience and performance tracking.

Director | Fully Charged Live USA – San Diego, CA

2022 – 2023

Directed U.S. expansion of UK-based clean energy media and events company. Directed all aspects of business development, brand positioning, sponsorship strategy, and large-scale event execution, with focus on building international partnerships, generating media visibility, and establishing a strong presence in U.S. sustainability and mobility markets.

- Produced first Fully Charged Live event in U.S., attracting over 10,000 attendees—double initial projections.
- Secured multi-national sponsorships from leading automotive and energy companies including Tata Motors, BYD, Rivian, Ford, Lucid, Fisker, ChargePoint, Electrify America, and EVgo.
- Generated media coverage across national & local broadcast outlets; served as on-air spokesperson and brand representative.
- Delivered seamless, high-impact event experience by managing all operational logistics—budgeting, vendor relations, programming, and on-site execution—on time and under budget.
- Led branding and marketing strategy in collaboration with agencies and internal teams, ensuring alignment with global brand standards and local market relevance.

PROFESSIONAL EXPERIENCE (CONTINUED)

Director | San Diego International Auto Show – San Diego, CA

2007 – 2021

Headed one of largest annual consumer events in Southern California, overseeing strategy, operations, sponsorship, media, and partnership development. Drove brand growth, audience expansion, and revenue diversification through integrated marketing, stakeholder engagement, and high-level corporate collaboration with major global automotive brands. Reported directly to New Car Dealers Association Board while managing large-scale budgets, 200-member team, and government relations.

- Increased event attendance by 20% year-over-year, expanding show footprint and extending to a five-day format.
- Developed and scaled new non-traditional revenue streams accounting for 20%+ of total event income.
- Generated over \$3.3M in earned media across TV, radio, digital, and print through press engagement and campaign planning.
- Drove 100% year-over-year growth in social media visibility through aggressive, multi-platform strategy across Instagram, Facebook, Twitter, and YouTube.
- Secured and sustained high-value partnerships and sponsorships with SDG&E, Geico, Wawanesa, City of San Diego, and senior executives from 40+ global automotive brands, advertising agencies, and corporate partners.
- Launched targeted campaigns for themed programming—Military Appreciation Day, First Responder Day, Family Day, and Hispanic Heritage Day—to broaden community appeal and attract corporate funding.

Chairman & CEO | Just My Ticket – San Diego, CA

2010 – 2020

Founded and scaled niche digital marketing platform focused on regional entertainment and lifestyle engagement. Oversaw business development, strategic partnerships, digital content strategy, and audience growth across San Diego and Phoenix, building loyal subscriber base and establishing brand as go-to source for local events and experiences.

- Grew subscriber base to 30,000+ highly engaged members through consistent email marketing performance.
- Led creative development and execution for weekly e-newsletters featuring curated entertainment & cultural programming.
- Built and managed long-term relationships with venue operators, promoters, and sponsors. Maintained steady revenue growth and audience retention through user experience optimization and commitment to exceeding clients' objectives.

Additional 15 years of experience in publishing, advertising, and branding:

- **West Coast President & Publisher, Modern Luxury Publications (2 years):** Led full-scale rebrand and operational turnaround of underperforming San Francisco franchise; oversaw publications across Los Angeles, Orange County & San Diego.
- **Publisher, San Diego Magazine (4 years):** Tripled advertising revenue, launched SDMagazine.com, and directed full brand and editorial redesign that significantly increased readership, circulation, and advertiser engagement.
- **Associate Publisher & Advertising Director, North County Times (11 years):** Reversed financial losses by growing ad revenue from –\$3M to +\$3M monthly, led post-merger integration, and launched digital platforms and military publications.

EDUCATION

Publishing and Newspaper Management Program | Northwestern University, Kellogg School of Management

BOARD & ADVISORY LEADERSHIP

Extensive service on nonprofit, civic, and economic development boards, with focus on community impact, public-private partnerships, and regional growth initiatives:

- **Chair/President Roles:** San Diego Film Foundation, San Diego Fire & Rescue Foundation, La Jolla Concours D'Elegance, San Diego Data Processing Corp (Mayoral Appointee), North County Economic Development Council (Founder & Chair)
- **Board Memberships:** San Diego Workforce Partnership (Mayoral Appointee), Project Concern International, Equality California, National MS Society – San Diego Chapter, San Diego Economic Development Council, North County Convention & Visitors Bureau, Carlsbad Chamber of Commerce, Vista Chamber of Commerce, Mama's Kitchen
- **Civic & Advisory Engagement:** Downtown Rotary Club 33, San Diego Union – Tribune Advisory Board, State of California Developmental Disability Advisory Board (Gubernatorial Appointee), Fast Forward Foundation