

Speaker Bios

CHRIS COATES



Chris Coates is a senior director - local news for Lee Enterprises, providing strategic leadership across more than 70 newsrooms in 25 states with a focus on audience strategy, newsroom leadership and emerging technologies. He is the former executive editor of the Richmond Times-Dispatch in Virginia and is a 2026 Kiplinger Fellow at Ohio University.

ROB CRAVARITIS



Rob Cravaritis is a high-impact media executive with over 20 years of experience driving digital transformation, revenue growth, and operational excellence across the advertising, media, and events industries. He currently serves as President of the Iowa Business Unit at Lee Enterprises, where he leads strategic initiatives to accelerate digital revenue, expand multi-platform marketing solutions, and optimize performance in both local and national markets.

Rob has held a number of senior leadership roles throughout his career, including Executive Vice President of Sales at Houston Chronicle Media Group, Vice President of Advertising and Publisher at the South Florida Sun Sentinel, Vice President of Sales at the Houston Business Journal, and Chief Revenue Officer at Hart Energy. In each of these positions, Rob has delivered strong, measurable results in fast-paced, competitive environments. He is recognized for building and leading high-performing teams, developing scalable revenue models, identifying growth opportunities, and implementing data-driven strategies. His leadership style is anchored in accountability, transparency, and team alignment which has earned him a reputation for cultivating talent and driving peak performance.

Beyond his professional accomplishments, Rob is a dedicated family man. He and his wife, Trish, enjoy supporting their children, Nicholas, a college football player, and Alexis, a competitive dancer, by traveling to games and dance competitions across the country. In his personal time, Rob enjoys golfing, traveling, and spending time with friends and family.

Rob holds a bachelor's degree in marketing from Frostburg State University.

ADAM HREJSA



Adam Hrejsa leads the Sales Team at Law Bulletin Media. He joined the Law Bulletin 18.5 years ago and was recently named sales team leader for the advertising department, overseeing all aspects of the sales process - advertising, classifieds, sponsorship and events and team members.

ALLISON PETTY



Allison Petty leads the Lee Enterprises Local News Division's AI initiatives. A Salem, Illinois, native, she worked in markets across the state as a reporter and editor before serving as a director - local news for the company.

BOB SMOLIK



Director, Research & Category Insights, Tribune Publishing

Marketing Professional | Research Partner | B2B Brand Storyteller | Presentation Specialist

With nearly 20 years in the digital media, sponsored content, broadcast, print, custom research and direct mail industries, Bob has worked to create unique audience and advertising strategies across all categories of business—from digital classified verticals to clients of all sizes within the home, healthcare, grocery, education and financial sectors.

Bob has partnered with editorial newsrooms at the Chicago Tribune and other Tribune Publishing properties to develop innovative advertising and audience programs, including client-sponsored initiatives around key anniversaries, topics of interest, and growth segments.

Through the management of Tribune Publishing's conversion-based marketing group, Bob has built campaigns that combine direct mail, email, social media and display messaging on a 1:1 integrated audience level—delivering exacting ROI and customer matchback analytics. Through a blend of research, marketing and sales knowledge, Bob focuses on crafting compelling audience-based narratives and integrated marketing strategies backed by audience metrics, analytics and insights.