SPEAKER · STRATEGY · REVENUE · CHANGE

Jared Lapin

STRATEGY & REVENUE LEADER

Making media, growth, and organizational change more measurable and actionable.



Currently Chief Strategy Officer at Consumable

SHORT BIO

Jared Lapin is Chief Strategy Officer at Consumable, leading company-wide strategy and revenue. His media and audio experience includes more than a decade at iHeartMedia.

CONVERSATION THEMES

Audio, audience signals & measurement
Making audio's impact more measurable through audience data and incrementality.

Revenue strategy & resilient growth
Trade-offs, efficiencies, and planning beyond the next cycle.

Strategy, operations & change
Turning direction into practical choices and helping teams adapt.

LONG BIO

Jared Lapin is Chief Strategy Officer at Consumable, leading company-wide strategy and revenue. Previously, he spent more than a decade at iHeartMedia, working across podcasting, streaming, pricing, forecasting, and revenue operations. He brings a practical perspective on helping media businesses adapt as audiences and platforms change. Beyond his corporate work, Jared serves on WRUR-FM's Alumni Advisory Board and the Marathon Central School District Board of Education, and participates in IAB committees.

Make the numbers useful
Turn data into a clearer view of performance, trade-offs, and focus.

Connect strategy to work
Translate ambition into operating choices teams can carry forward.

Lead through change
Make hard calls legible and help teams build for what's next.

Invite Jared for a conversation

Use the site contact form. Mention "Speaking" and include the event, audience, and timing.

jaredlapin.com/#contact