

# David Habrat

*BCI Media*

*Vice President of Sales for the Newspaper Division*

David Habrat, brings two decades of community newspaper leadership to Ballantine Communications, Inc. Habrat's initiatives include championing the cause of community journalism, teaching the craft of "high converting" commercial messaging through traditional and new media audience channels, and crafting "future-proof" marketing resources for local and regional SMB's.

Habrat was educated at the University of Wisconsin La Crosse. He has held sales and management roles with North Star Communications, Gannett's St. Cloud Times, The Mankato Free Press, was the Regional Sales and Marketing Vice President for Community News Holdings Inc. and Regional Sales Director for Hagadone Corporation. Habrat is an award winning ad designer and niche product publisher.