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Keith Williams named ESPN 1000 Market Manager

CHICAGO, IL. (October 26, 2021) – Good Karma Brands (GKB) and ESPN 1000 are excited to name Keith Williams as the station’s new Market Manager, beginning on November 1, 2021. As Market Manager, Williams will be responsible for overseeing the station’s sales, marketing and content strategy and execution.

Keith Williams, Vice President and partner at Good Karma Brands is a twenty-two-year veteran of the company and has spent time managing five of its markets over the course of his career, in addition to his responsibilities within the Good Karma Brands’ Home Office.

“I’m thrilled to join the team at ESPN 1000 and work with the talented group of teammates and loyal partners we have in Chicago,” said Williams. “I’m looking forward to furthering Good Karma’s track record as a best-in-class operator of world class brands to ESPN Chicago and can’t wait to get started.”

Williams joined Good Karma Brands in 1999 and has since held many leadership roles across the organization, as General Manager of ESPN Cleveland, General Manager of ESPN Madison, management of the company’s Mid Atlantic ESPN digital markets, and most recently, Market Manager of ESPN Madison. He has played an instrumental role in the company’s growth over the last twenty-two years and will bring new leadership strategies and vision to the ESPN Chicago team.

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About Good Karma Brands

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. Radio assets include Newsradio 620 WTMJ and 101.7 The Truth in Milwaukee, Wis., seven ESPN affiliated radio stations in Chicago, Cleveland, Madison, Milwaukee and West Palm Beach, and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers local marketing partners geo-targeted advertising on ESPN’s digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Boca Raton Bowl; and a home furnishings and interior decorating business, The Home Market. For more information, please visit www.goodkarmabrands.com.