

Tom Olson named ESPN Madison Market Manager

MADISON, WI. (October 26, 2021) – Good Karma Brands (GKB) and ESPN Madison are excited to announce Tom Olson as the new Market Manager of ESPN Madison, effective November 1, 2021. As Market Manager, Olson will be responsible for overseeing the station’s sales, marketing and content strategy and execution. Olson steps into this role as Keith Williams, Vice President and current ESPN Madison Market Manager, segues to ESPN 1000 in Chicago.

Tom Olson has held a variety of roles throughout his career at Good Karma Brands, including managing the company’s business development team, and most recently as the Director of Sales & Marketing at ESPN Madison.

“I’m excited to lead one of Good Karma Brands’ heritage markets,” said Tom Olson, new Market Manager of ESPN Madison. “Madison is an incredible sports town, and I’m looking forward to working with our talented team, as well as local businesses and marketing partners as we build on our years of serving the passionate sports fans.”

“Tom is an exemplary model of a Good Karma Brands teammate who embodies our six core values,” said Keith Williams, ESPN 1000 Market Manager. “His experience in developing teammates, passion for the organization, and commitment to the community make him an ideal candidate for the role.”

Tom began his career with Good Karma Brands in 2011 as an intern and quickly ascended to the leadership team. He is involved in various organizations and committees, including SHARP Literacy’s Board of Directors, Young Professionals Board where he served as President, and a member of the Diversity & Inclusion Committee.

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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.