



ESPN Cleveland Adds to Coaching Staff

The local sports media and marketing powerhouse welcomes two leaders to continue to drive growth in 2020 and beyond

October 23, 2019 (Cleveland, OH): ESPN Cleveland is excited to announce the addition of Brock Thompson and Amy Crossman to its senior leadership team. Thompson will lead local sales and partnership development and Crossman will lead marketing strategy and execution for local marketers for 850 ESPN Cleveland, home of the Cleveland Browns and Ohio State Buckeyes, 1540 ESPN Cleveland, and ESPN digital assets, including ESPN.com, the ESPN App and WatchESPN.

Brock Thompson, new General Sales Manager, has built a formidable career overseeing over \$400 million of annual revenue in media sales for Time Warner Cable and Spectrum Reach in the Los Angeles market and prior to that, leading the Spectrum Reach media sales division in Cleveland. Most recently, he served as the Vice President of Media Sales for MAVTV, a division of Lucas Oil, in Los Angeles.

“Brock brings with him a world of experience in media sales, but more importantly, he is exactly the teammate we want leading our local sales efforts –his values align with Good Karma’s and he understands Clevelanders and has a passion for the city. We’re excited for local advertising partners to tap into his expertise in planning their marketing efforts with the most powerful brands in sports,” said Sam Pines, ESPN Cleveland market manager and Good Karma Brands vice president.

Amy Crossman joins ESPN Cleveland later this month as Marketing Director. Crossman built her career in New York City, leading media and marketing efforts at esteemed publishers, including Time, Inc., The New York Times, Crain’s New York Business, Parade Media Group and Nucleus Marketing Solutions, where she served as the Senior Vice President, Marketing. Most recently, Crossman relocated to Northeast Ohio as Director of Partnerships for the Pro Football Hall of Fame.

“We’re thrilled to welcome Amy to the team,” said Sam Pines. “Her knowledge and sophistication level in building strategic marketing partnerships and executing for world class brands perfectly aligns with our goals at Good Karma Brands to provide our partners with best-in-class solutions.”

ESPN Cleveland is also seeking a Director of Content, responsible for overseeing the sound of the stations and its content operations; candidates can visit goodkarmabrands.com/careers to view the role and apply.

“Sam Pines has done a remarkable job leading ESPN Cleveland’s growth over the past thirteen years,” said Good Karma Brands Founder and Chief Executive, Craig Karmazin. “With his leadership, we are now to the point where we can add senior management roles to drive our vision and continue our mission to serve the Cleveland sports fans, our teammates and our marketing partners. I’m looking forward to seeing ESPN Cleveland thrive with the local and passionate team Sam has in place.”

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About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. In addition to 850 ESPN Cleveland, radio assets include Newsradio WTMJ in Milwaukee, five additional ESPN affiliated radio stations and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer 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 Cheribundi Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

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