

# GOOD KARMA BRANDS

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## Good Karma Brands Names Nolan Murphy as National Sales Manager

MILWAUKEE, WIS. (February 18, 2020) – Good Karma Brands (GKB) is proud to announce the promotion of Nolan Murphy to National Sales Manager. Nolan will oversee Good Karma's national sales for ESPN 1000 in Chicago (WMVP-AM), Newsradio WTMJ (620 WTMJ-AM) as well as the company's ESPN affiliated radio stations in Cleveland, Milwaukee, Madison and West Palm Beach, Fla.

Nolan is a Wisconsin native and an avid sports fan, who has spent his professional career within the Good Karma Brands family, in various roles in multiple markets, beginning as an intern in August 2012 and most recently as a Marketing Consultant in Milwaukee. Nolan has always valued the responsibility of representing GKB's best in class brands and content, including ESPN to advertising partners.

David Scharf, Director of Sales at ESPN 1000 in Chicago said, "Nolan's skillset and attitude makes him the perfect National Sales Manager. His knowledge of Good Karma Brands' assets sets us up to win partnerships quickly, while also planning and preparing us to win long-term. His solutions-based approach and solid work ethic will help us develop the National Division of Good Karma Brands."

Nolan is also familiar with GKB's sales approach. "At GKB, we're all about creating great marketing solutions for our advertising partners. I'm thrilled that Nolan is going to take this same approach to our national partners, listening carefully to their needs and working with our local markets to create advertising programs that engage our fans and yield results," said Steve Wexler, vice president and market manager for Good Karma Brands, Milwaukee.

"The opportunity to work with our Good Karma Brands leadership team, agencies and national brands and pair them with creative solutions within our radio markets make this a dream role. My career path is a great example of the forward-thinking growth culture at GKB and I'm looking forward to this next move," said Nolan.

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### About Good Karma Brands

About Good Karma Brands Good Karma Brands (GKB) is primarily a media and marketing company with an expertise in leveraging the power of sports to build brands. Radio assets include Newsradio WTMJ in Milwaukee, seven ESPN affiliated radio stations and two radio stations in Beaver Dam, Wis. In partnership with ESPN, GKB 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 Cheribundi Boca Raton Bowl. GKB owns Verizon Wireless retail stores specializing in concierge service, and a home furnishings and design business called the Home Market. For more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com). Media Contact: Liz Staed [lstaed@goodkarmabrands.com](mailto:lstaed@goodkarmabrands.com) | 414-209-3100