CHRIS WILLIAMS

Chief Operating Officer | President | General Manager | Chief Product Officer
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PROFILE SUMMARY

I operate across product, technology, growth, and operations to build products that consumers love.

For over 20 years, I've built and scaled consumer products, subscription businesses, streaming platforms, and the organizations behind them across consumer media, technology, audio, and digital entertainment. I've served as COO, President, General Manager, Chief Product Officer, and Advisor, leading teams of up to 165 and businesses within organizations generating more than $1B annually.

I've spent my career moving between strategy and execution: leading teams, building products, running businesses, and figuring out how to transform ambiguity and complexity into clarity and action.

EXECUTIVE HIGHLIGHTS

- Grew iHeartRadio by more than 100M registered users to an addressable audience of 160M+.
- Drove 86% year-over-year digital revenue growth within a $250M+ streaming business, operating inside a broader digital organization generating more than $1.1B annually.
- Generated $3B+ in cumulative revenue since 2018 from the $55M acquisition of Stuff Media, which I championed as executive sponsor.
- Built iHeartRadio's subscription business from zero to $50M+ in annual recurring revenue.
- Launched Bentkey Adventures in under 100 days, reaching #1 in the App Store Kids category with 500,000+ downloads and 100M minutes streamed.
- As COO of The Daily Wire, reduced expenses 15%, improved EBITDA from 7% to 12%, and launched a Lifetime Membership product generating $15M in profit with zero paid-media spend.
- Drove a 70% year-over-year increase in new subscribers at The Daily Wire, its largest new-subscriber growth year in company history.

INDEPENDENT PRODUCT BUILDS

relax.app | AI-native consumer mindfulness. Designed, built, and launched a personalized meditation product from 0→1, with AI-generated bespoke sessions in real time and ElevenLabs for voice. Live on the App Store across 40+ countries.

Trending in Real Time | Editorial intelligence. Built an intelligence platform that monitors 25 newsrooms in real time, clusters stories to identify trends, and shows readers the stories news outlets are leading on, trailing, or missing.

The Prob | AI-powered prediction market intelligence. Built and launched an automated intelligence platform tracking 2,000+ live positions across Kalshi and Polymarket, with hourly Python pipelines, market analysis, and automated model orchestration.

PROFESSIONAL EXPERIENCE

Super Hi-Fi
May 2026 – Present

Advisor | Remote

- Advising an AI-powered streaming media technology platform responsible for more than 2 billion content and production decisions each month for brands including Sonos Radio, iHeartRadio, Peloton, and Fubo.

The Daily Wire
June 2023 – May 2026

President & Chief Digital Officer | June 2023 – Jan 2025 →
Chief Operating Officer | Jan 2025 – May 2026

- **Operating Transformation.** Built the company's operating framework, aligning product, engineering, UX, IT, finance, marketing, and member experience; reduced expenses 15%, improved EBITDA from 7% to 12%, and served as Interim CMO during a leadership transition.
- **Subscriber Growth.** Led strategy that drove a 70% year-over-year increase in new subscribers in 2024, the largest new-subscriber growth year in company history, including its highest-ever quarterly growth in Q4.

- **Technology & Organizational Transformation.** Rebuilt the technology stack, frontend, and backend architecture within the first year; transformed product and technology organizations and introduced transparent execution practices across product, engineering, and content teams.
- **Zero-to-One Execution.** Launched Bentkey Adventures across iOS, Android, Roku, Fire TV, and Samsung in under 100 days; reached #1 in the App Store Kids category with 500,000+ downloads and 100 million minutes streamed in its first six months.
- **New Business & AI.** Launched Lifetime Membership, generating $15M in profit with zero paid-media spend and contributing 8% of annual revenue; established an applied AI program spanning model evaluation, experimentation, and practical deployment across the organization.

Remix.ai | Collectibles.com | Audience.ai | The Easy Company 2022 – 2024
Advisor / Consultant

- Go-to-market strategy, product positioning, and audience data infrastructure for emerging technology startups in media, audience growth, web3, and AI.

iHeartMedia / iHeartRadio December 2014 – September 2022
General Manager & Chief Product Officer | New York, NY

- **Platform Transformation.** Led the transformation of iHeartRadio from a digital radio product into a multiplatform audio destination, growing the platform by more than 100 million registered users in five years to an addressable audience of over 160 million. Held P&L responsibility for a business generating more than $250 million in streaming revenue within a digital organization exceeding $1.1 billion in annual revenue.
- **Music Licensing & Industry Partnerships.** Personally led licensing negotiations with Universal, Sony, Warner, major publishers, and key independent rights holders to secure the agreements that enabled iHeartRadio Plus and iHeartRadio All Access, expanding iHeartRadio into interactive on-demand music streaming.
- **Revenue and Audience Growth.** Drove 86% year-over-year digital revenue growth in 2021 while increasing listening by 25% year-over-year. Managed a 165-person organization spanning product, engineering, UX, analytics, and content teams.
- **Podcast and Subscription Expansion.** Built iHeartRadio into one of the top three podcast listening platforms in the United States with 500,000+ titles and 30 million episodes. Launched subscription tiers generating more than $50 million annually.
- **Strategic Acquisition.** Championed the $55M acquisition of Stuff Media (HowStuffWorks), establishing iHeartRadio as the world's largest commercial podcast publisher; the acquisition has generated more than $3 billion in cumulative revenue since 2018.
- **Global Distribution.** Expanded distribution to 250-plus OTT, connected home, automotive, and consumer electronics platforms; led international expansion into Australia, New Zealand, Canada, and Mexico.

iHeartMedia / iHeartRadio November 2013 – December 2014
Senior Vice President, Product & Marketing | New York, NY

- Led product marketing, digital content strategy, audience development, and brand partnerships for iHeartRadio and iHeartMedia's digital portfolio including 900-plus radio station websites. Developed strategic partnerships with Macy's, Nickelodeon, Wendy's, and others; established user research and product positioning practices across the organization.

CORE COMPETENCIES

Operating Framework Design | P&L Leadership | Organizational Transformation | AI Enablement
Product & Technology Strategy | Subscription Growth | Strategic M&A | Revenue Growth
Consumer Platform Scale (160M+) | Zero-to-One Execution | CEO & Board Partnership | Cross-Functional Ops