Chris Williams

Chief Operating Officer · President · General Manager · Chief Product Officer

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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. I've served as COO, President, General Manager, Chief Product Officer, and Advisor, leading teams of up to 165 and businesses inside organizations generating more than $1B a year. My career has been spent moving between strategy and execution: leading teams, building products, running businesses, and turning ambiguity into clarity and action.

EXECUTIVE HIGHLIGHTS

160M+
Addressable audience at iHeartRadio, up more than 100M registered users in five years

$3B+
Cumulative revenue since 2018 from the $55M Stuff Media acquisition I championed

86%
Year-over-year digital revenue growth inside a $250M+ streaming business

$50M+
Annual recurring revenue, iHeartRadio subscriptions built from zero

#1
App Store Kids category, Bentkey Adventures, launched in under 100 days

7% → 12%
EBITDA at The Daily Wire, with expenses down 15% and a $15M-profit Lifetime Membership

EXPERIENCE

May 2026 - Present

Super Hi-Fi — 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.

June 2023 - May 2026

The Daily Wire — Chief Operating Officer (2025–26) · President & Chief Digital Officer (2023–25)

- **Operating transformation.** Built the company's operating framework across 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 the strategy behind a 70% year-over-year increase in new subscribers in 2024, the largest new-subscriber year in company history, including its highest-ever quarterly growth in Q4.
- **Technology rebuild.** Rebuilt the technology stack, frontend, and backend architecture within the first year, and introduced transparent execution practices across product, engineering, and content.
- **Zero to one.** Launched Bentkey Adventures across iOS, Android, Roku, Fire TV, and Samsung in under 100 days. #1 in the App Store Kids category, 500,000+ downloads and 100 million minutes streamed in its first six months.
- **New business and AI.** Launched Lifetime Membership, $15M in profit with zero paid media and 8% of annual revenue. Established an applied AI program spanning model evaluation, experimentation, and practical deployment.

2022 - 2024

Remix.ai · Collectibles.com · Audience.ai · The Easy Company — Advisor / Consultant

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

Dec 2014 – Sep 2022

iHeartMedia / iHeartRadio

General Manager & Chief Product Officer · New York

- **Platform transformation.** Led iHeartRadio from a digital radio product to a multiplatform audio destination, adding more than 100 million registered users in five years. P&L responsibility for $250M+ in streaming revenue inside a $1.1B digital organization.
- **Music licensing.** Personally led negotiations with Universal, Sony, Warner, major publishers, and key independents to secure the agreements behind iHeartRadio Plus and All Access, taking iHeartRadio into on-demand music.
- **Revenue and audience.** Drove 86% year-over-year digital revenue growth in 2021 while growing listening 25%. Managed a 165-person organization across product, engineering, UX, analytics, and content.
- **Podcasts and subscriptions.** Built iHeartRadio into a top-three U.S. podcast platform 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), making iHeart the world's largest commercial podcast publisher. $3B+ in cumulative revenue since 2018.
- **Global distribution.** Expanded to 250+ OTT, connected home, automotive, and consumer electronics platforms, and led international expansion into Australia, New Zealand, Canada, and Mexico.

Nov 2013 – Dec 2014

iHeartMedia / iHeartRadio

SVP, Product & Marketing · New York

Led product marketing, digital content strategy, audience development, and brand partnerships for iHeartRadio and 900+ radio station websites. Built partnerships with Macy's, Nickelodeon, Wendy's, and others, and established user research and product positioning practices across the organization.

INDEPENDENT BUILDS

relaxed.app

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

Trending in Real Time

Editorial intelligence. Monitors 25 newsrooms in real time, clusters stories into trends, and shows which stories outlets are leading on, trailing, or missing.

The Prob

Prediction market intelligence. Tracks 2,000+ live positions across Kalshi and Polymarket with hourly Python pipelines, market analysis, and automated model orchestration.

ElevenRadio

A human-curated, AI-hosted radio station with a DJ you can call. Built on ElevenLabs conversational agents and Super Hi-Fi's station engine. usernamedchris.com/elevenradio

Other.Chris

A voice agent trained on my work and career, embedded on usernamedchris.com, that answers questions about any of the above so I don't have to.

CORE COMPETENCIES

Product strategy & technology innovation · P&L leadership · Executive management · Organizational transformation · Revenue growth & monetization · Subscription growth · Strategic M&A · Consumer platform scale (160M+) · Zero-to-one execution · CEO & board partnership · Audio & podcast platforms · Applied AI & voice agents

HERE'S WHAT I BELIEVE

Growth is the byproduct of a brand with a clear vision that keeps its promises.

Understand the role your audience needs you to play in their lives, then build the whole company around delivering on that promise, over and over. Every kept promise deepens trust and strengthens the relationship. Every broken one takes you back to square one.