



**Lindsay Adams**  
**General Sales Manager**  
**Good Karma Brands, ESPN Chicago**

Lindsay Adams is a passionate, executive marketer who transforms business through creative, audio, digital and experiential storytelling while growing revenue, impacting business metrics, leading and mentoring team members. With over 20 years of leadership and revenue development experience in the radio industry, Adams currently serves as General Sales Manager- Good Karma Brands, ESPN Chicago.

Adams began her radio career in 2000 and earned “Rookie of the Year” at WNOU-FM for the Indianapolis Emmis radio cluster. Since then, Adams has become an integral leader and revenue developer for each of her organizations, winning numerous awards and accolades & opportunities along the way.

She entered into a leadership role in 2007 as Local Sales Manager at WUSN. From there, she was promoted to General Sales Manager for the station. Adams actually served as General Sales Manager for multiple stations in Chicago including WUSN-FM, WSCR-AM and WXRT-FM collectively for over a decade. She also served as National Sales Manager and VP of the National Agency Partnership team for then Entercom (now Audacy) Chicago for 3 years before heading over to SXM Media where she was Senior Executive overseeing Advertising Partnerships in the CPG Vertical, and specifically working with CPG powerhouses P&G and Unilever.

Adams’ is an avid member of the MIW’s (Mentoring & Inspiring Women in Radio) and currently sits on the Executive Board. Her intro to the MIW group started in 2008, when she was honored with 1 of 15 national scholarships to the inaugural “Rising Through the Ranks” management program funded by the Radio Advertising Bureau, BMI and the MIW group. She was also awarded 1 of 3 national mentorships through the MIW’s Mildred Carter Mentorship Program for the calendar year of 2009.

Adams has served as a chairperson on the board of directors for the Media Ad Club of Chicago. She also served a 2-year term for Scarborough’s Radio Advisory Board, representing the Central Region. She was honored to be asked in 2011 by the MIW’s to sit on the MIW Executive Committee representing the Mildred Carter Mentorship program, and currently still serves in that capacity.

Adams received her B.A. in Telecommunications and Business from Indiana University-Bloomington. She is a graduate of the Dale Carnegie Sales Institute and is a Certified Solutions-Based Master Facilitator through Creative Resources