

FanDuel Sports Network Names Jim Keller Ad Sales Lead

FanDuel Sports Network named Jim Keller as the group of regional sports channels' new executive vice president of advertising and sponsorship sales.

Main Street Sports Group, FanDuel's parent company, announced the news Monday, stating that Keller—who will report to Eric Ratchman, chief revenue officer of the umbrella company—will be responsible for leading the entire ad sales portfolio for FanDuel Sports Network, including linear, digital, and programmatic efforts.

Keller was most recently CRO at Fuse Media, a role he had held since September 2024. He has also held executive roles at Warner Bros. Discovery, Hulu, and NBC Universal.

Main Street Sports Group, formerly Diamond Sports Group, is moving quickly to restore the luster of its 15 regional networks, which were once cash cows while part of the Fox Sports family.

It emerged from Chapter 11 bankruptcy in February 2025 and, earlier this year, hired former ESPN veteran Norby Williamson as president of production and programming, overseeing all live productions for more than 3,000 National Basketball Association, National Hockey League, and Major League Baseball events, as well as original programming.

“Jim is a proven leader with an exceptional track record across linear, streaming, and digital platforms,” Ratchman said in a statement. “As FanDuel Sports Network redefines what local sports media can be—more dynamic, more engaging, and

more impactful—Jim's leadership will be key in creating smarter advertising experiences that deliver real value to our brand partners and local fans alike."

"There's nothing more powerful than the connection a fan has with their local team, and FanDuel Sports Network is building a platform that truly honors that connection," Keller added. "From my earliest days as a sports seller at NBC Sports to leading some of the industry's most innovative ad strategies, I've always believed that the strongest media experiences are rooted in content and community. FanDuel Sports Network's focus on building relevant, local, multiplatform fan experiences is exactly what the industry and advertisers need right now, and I couldn't be more excited to help drive the next phase of growth."

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