

Fox Taps Bob O'Neil to Oversee Sales at Chicago and Milwaukee Stations

Fox Television Stations has promoted **Bob O'Neil** to vice president and regional general sales manager for its Chicago and Milwaukee properties, WFLD Fox 32 Chicago, WPWR Fox+ Chicago, and WITI Fox 6 Milwaukee.

He'll oversee all day-to-day sales efforts at these stations, both local and national, reporting directly to **Glenn Berk**, senior vice president and general manager of Fox's Chicago duopoly and **Mim Davey**, svp and gm of Fox Milwaukee.

"As a veteran sales executive with over twenty years of experience in the Midwest, Bob is uniquely qualified to lead the talented sales teams in Chicago and Milwaukee and maximize the sales opportunities for our advertisers and stations," said **Sheila Bruce**, svp of Ad Sales for Fox Television Stations.

O'Neil has been the vp and general sales manager for WITI in Milwaukee since June 2024. Before that, he spent 22 years as the station's local sales manager. Prior to joining WITI, he spent six years at Hearst Television, first as a sales representative and later, as national sales manager.

"I am committed to forging strong partnerships for our clients by leveraging the power of FOX's premier news products and digital offerings, as well as the strength of the full spectrum of FOX sports through the Bears, Packers, NFL, MLB, and more to drive significant growth for the company," said O'Neil.

Recommended videos

<https://www.adweek.com/tvspy/fox-taps-bob-oneil-to-oversee-sales-at-chicago-and-milwaukee-stations/>