Jeff Williams joins Telos Alliance



Telos Alliance, company with expertise in broadcast audio for more than three decades, is pleased to welcome Jeff Williams to the position of Director of Western US Sales. Williams brings four decades of radio and broadcast experience, plus a family legacy in broadcast and pro audio, to support customers across the Western United States. “We’re excited to have Jeff join the Telos Alliance team,” said Cam Eicher, SVP of Worldwide Sales. “His extensive background spans programming, operations, and technology leadership. That mix means he intuitively understands both the business goals and the engineering details that our clients care about.”

Jeff’s connection to great sound runs deep: his parents, Jack and Ellyn Williams, founded Pacific Recorders & Engineering (PR&E) in 1969. Williams began his career in broadcasting at age 16, working with the legendary Shotgun Tom Kelly, and following with roles at San Diego’s KFMB, Boston’s WRKO, and leadership positions with Gannett, Jacor, Clear Channel, and Knight Broadcasting. Since 2015, he has been General Manager and Owner of Yellowtec USA.

“I’ve spent my life in and around audio,” said Williams. “Telos Alliance stands for value, quality, and innovation, values I hold dear. I’m really glad to join Team Telos, and I look forward to helping broadcasters and streamers get the most from our products and workflows.” Based in Santa Barbara County, California, Williams will support Telos Alliance customers and partners throughout the Western US.

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