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Wisconsin Center District Names Brian Rutkowski Vice President and General Manager

MILWAUKEE, WI - (January 18, 2022) – The [Wisconsin Center District](http://WCD.org) (WCD) has named Brian Rutkowski Vice President and General Manager, effective January 31, 2022. The WCD owns and operates the Wisconsin Center, Miller High Life Theatre, and UW-Milwaukee Panther Arena and will open an expansion of the convention center in Q1 of 2024.

“The role of General Manager is new to the WCD and will be a critical member of the senior leadership team,” said Marty Brooks, President and CEO of the WCD. “Brian will be responsible for all current operational and logistical aspects of events held in WCD venues, and he will focus on building the operations infrastructure and team which will enable us to earn and execute the business anticipated once the expanded Wisconsin Center opens in 2024. This role is critical to our future success and I’m very excited to welcome someone of Brian’s experience and professionalism to the team.”

As General Manager, Rutkowski will direct all facility and event operations, including but not limited to, public safety, guest services, event operations and facilities management.

Rutkowski has spent seventeen years with Live Nation Entertainment, where he most recently served as Regional Vice President for Venue Operations – West Coast, overseeing the event operations of fourteen distinct venues across California, Oregon and Washington. From 2012-2018 Rutkowski served as General Manager for Live Nation Entertainment venues in the upper Midwest including Alpine Valley Music Theatre in East Troy, WI, Hollywood Casino Amphitheatre in Tinley Park, IL, and Huntington Bank Pavilion at Northerly Island in Chicago, IL.

“I am very excited to take on the new role of General Manager for the WCD,” said Rutkowski. “As a leader my focus is on supporting safety, security, and efficiency to enhance the on-site experience while driving business results. I am passionate about creating and maintaining a workplace culture that embodies service excellence and growth opportunity. The future of the venues of the WCD is very bright, and I am thrilled to be part of the team that will take us to the next level.”

Rutkowski is a native of Burlington, WI. He is a father of three and enjoys family road trips, exploring local breweries and restaurants, and riding Wisconsin’s Rustic Roads on his H-D Road Glide Special.

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About the Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), which began its \$420 million expansion in 2021 to double its size; [UW-Milwaukee Panther Arena](#); and [Miller High Life Theatre](#) in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating- and buzzworthy-experiences, making Milwaukee a not-to-be-missed destination.