



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Announcing the recipients of the 2024 Wisconsin Titan 100

Titan CEO and headline sponsor Wipfli LLP are pleased to announce Marty Brooks, President and CEO, Wisconsin Center District as a 2024 Wisconsin Titan 100. The Titan 100 program recognizes Wisconsin's Top 100 CEO's & C-level executives. They are the area's most accomplished business leaders in their industry using criteria that includes demonstrating exceptional leadership, vision, and passion. Collectively the 2024 Wisconsin Titan 100 and their companies employ more than 148,000 individuals and generate \$76.4 billion dollars in annual revenues. This year's honorees will be published in a limited-edition Titan 100 book and profiled exclusively online. They will be honored at the annual awards ceremony on January 18th, 2024 at Fiserv Forum, and will be given the opportunity to interact and connect multiple times throughout the year with their fellow Titans.

"The Titan 100 are visionary leaders that inspire the Wisconsin business community. These preeminent leaders have built a distinguished reputation that is unrivaled and preeminent in their field. We are humbled to recognize the Titan 100 for their efforts to shape the future of the Wisconsin business community" says Jaime Zawmon, President of Titan CEO.

Marty Brooks has served as president and CEO of the [Wisconsin Center District](#) (WCD) since 2018. He is currently overseeing a \$456 million expansion expected to be completed in spring of 2024. As president and CEO of the WCD, Brooks serves as the architect who showcases the [Baird Center](#), [UW-Milwaukee Panther Arena](#) and [Miller High Life Theatre](#) as three premiere hospitality, entertainment and tourism venues in downtown Milwaukee.

Prior to Milwaukee, Brooks worked in St. Louis where he served as the senior vice president and general manager of America's Center Complex and executive vice president and general manager for the Scottrade Center and Peabody Opera House.

Brooks worked for Madison Square Garden for 22 years and held several positions in that time including senior vice president of programming and production for the MSG Network, president and executive producer of Miss Universe and senior vice president and general manager of Madison Square Garden Connecticut.

Brooks currently serves on the Board of Directors for the [Westtown Association](#) and [VISIT Milwaukee](#).

"It is an incredible honor to be named a Titan 100 for Wisconsin," said Brooks. "I am humbled to be mentioned in the same breath as this year's incredible list of Titans. These leaders are greatly

contributing to the vibrancy of our community and making an economic impact that creates jobs and sustains families.”

Marty Brooks will be honored at the annual Titan 100 awards celebration on January 18th, 2024 at Fiserv Forum, home of the Milwaukee Bucks. This unique cocktail-style awards event will gather 100 Titans of Industry and their guests for an evening unlike anything that exists in the Wisconsin business community.

“On behalf of all the partners and associates at Wipfli we congratulate all the Titan100 winners. It’s an honor to recognize this diverse group of leaders in Wisconsin. We appreciate the lasting impact each leader has made, and continues to make, in building organizations of significance both here in Wisconsin and abroad. Your ingenuity and creativity have set you apart, and the honor of being seen as an industry Titan is richly deserved,” says Gina Skibo, Partner at Wipfli.

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