



FOR IMMEDIATE RELEASE

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**Wisconsin Center District promotes Megan Seppmann to new leadership role**  
*She will assume Vice President and Chief Commercial Officer position on Jan. 1*

MILWAUKEE (November 24, 2025) — Following an award-winning expansion that has firmly established Milwaukee as a premier destination for major events, the Wisconsin Center District (WCD), owners and operators of Baird Center, Miller High Life Theatre and UW-Milwaukee Panther Arena, announces the promotion of Megan Seppmann to Vice President and Chief Commercial Officer (CCO).

“Megan has consistently shown strong leadership in our industry,” said Wisconsin Center District President and CEO Marty Brooks. “She has helped raise our profile for local and national events and has been a valuable contributor across our organization, offering a broad strategic perspective and supporting the modernization of our growing District.”

Since joining the WCD as Vice President of Sales in December 2018, Seppmann has been instrumental in positioning Baird Center on the national map. She helped spearhead efforts that brought in marquee events including the Republican National Convention, the Democratic National Convention and the 2024 Connect Marketplace. Her leadership has also helped drive Baird Center’s occupancy from below 40% to more than 85% today.

She has also established herself within the industry as a thought leader, strategic planner and expert in sustainability. Her reputation has earned her invitations to speak at top-tier industry events such as Informa Connect and IAEE’s Expo! Expo!, which Baird Center will host in 2026.

In this new role, Seppmann will lead strategic planning for the WCD’s long- and short- term plans alongside the President and CEO, develop dashboards, KPIs and performance metrics to measure results and inform decision-making across the organization while partnering with marketing, operations and event services to ensure seamless execution from sales to service delivery.

“This new position doesn’t just elevate my role—it reflects the District’s momentum as a polished, forward-thinking organization with its eyes firmly on the future,” Seppmann said. “We intentionally designed this role to grow alongside both the organization and the ever-evolving events industry, embracing the exciting, new opportunities that lie ahead for convention centers. I’m truly energized to help guide us forward as we continue to position Baird Center and this entire organization as a true force in the meetings, conventions and events industry.”

Seppmann will officially assume her new role on January 1, 2026.

The Wisconsin Center District owns and operates Baird Center, UW-Milwaukee Panther Arena and Miller High Life Theatre.

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**Wisconsin Center District**

Experience-obsessed and committed to creating unforgettable moments, the Wisconsin Center District (WCD) is a quasi-governmental entity that operates UW-Milwaukee Panther Arena, Miller High Life Theatre and Baird Center. The WCD venues are within walking distance of top hotels, and exciting retail establishments, attractions, dining and nightclubs. Created under Wisconsin State Statute in 1994, the WCD offers captivating and buzzworthy experiences, making Milwaukee a not-to-be-missed destination. For more information about the WCD, visit [wcd.org](http://wcd.org).

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