

CULTURE X DESIGN

MILWAUKEE COUNTY ZOO

*RE: Proposal Response — Entertainment Booking Services for Milwaukee A La Carte
(RFP-2025-032)*

We submit this proposal as an experienced, interdisciplinary team with deep roots in Milwaukee's cultural landscape and a proven record of producing high-quality, community-centered events. Zoo a la Carte is one of Milwaukee's signature summer traditions, and our approach is designed to honor its strengths while expanding its creative potential, operational efficiency, and audience reach. Our proposal outlines a comprehensive plan that includes talent procurement and contracting, technical production, strategic communications, schedule development, marketing integration, day-of operations, and close collaboration with Zoo staff.

SECTION A — QUALIFICATIONS OF THE FIRM

Culture x Design (CxD), founded in 2023 by award-winning cultural programming and marketing executives Geraud Blanks and Maureen Post, is a Milwaukee-based experiential marketing and event production firm specializing in entertainment programming, strategic communications, and audience engagement. CxD's leadership brings more than a decade of experience producing festivals, concerts, and community-centered cultural events throughout Milwaukee and the Upper Midwest.

Our model is built around assembling highly specialized project teams tailored to each engagement. Instead of transactional subcontracting, we integrate trusted partners—professionals who already work together across Milwaukee's largest events—into a cohesive, mission-aligned team. This structure ensures continuity, accountability, and alignment with the Zoo's strategic goals.

CxD's vision is to produce culturally vibrant, community-centered events that elevate Milwaukee's artistic landscape while delivering exceptional operational quality, strong communications, and meaningful audience engagement. This vision aligns directly with the Zoo's objectives for a revitalized, innovative, and community-focused Zoo a la Carte.

A2. RFP Completion History

We have never failed to complete any awarded RFP project. All contracted work has been delivered on schedule, within scope, and to client satisfaction.

A3. Claims, Legal Actions, or Demand Letters

Culture x Design has had no judgments, claims, mediation or arbitration proceedings, lawsuits, or legal demand letters against the firm or its officers within the past five years. No matters are pending.

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A4. Average Tenure of Employees

Our project team leadership brings decades of experience collaborating across Milwaukee's most significant cultural events and institutions. These long-standing professional relationships—including work on Bastille Days, Jazz in the Park, Summer Soulstice, Flannel Fest, and Summer of Soul—ensure cohesion, efficiency, and continuity under CXD's oversight.

- Geraud and Maureen collaborated on Festival production, events, and curation for 10 years at Milwaukee Film before co-founding CXD.
- Jason Burczyk (The Cooperage) and Mark Hartzell (SDP) have collaborated on Summer Soulstice and other multi-stage outdoor festivals for years.
- Alex Julien (Brew City Soul) supervises backline and artist support for CXD's Summer of Soul music series
- CXD collaborates with Nadia Olker of the Marcus Performing Arts Center (MPAC) on national booking, travel, and hospitality for the Summer of Soul music series
- CXD works with Jason Burczyk (The Cooperage) in presenting CxD entertainment events at The Cooperage.
- Element (Radio Milwaukee/HYFIN) oversees digital amplification and community outreach, Culture x Design events such as the Summer of Soul music series

A5. Resumes of Proposed Team Members

Resumes for all proposed team members are provided in Appendix 1, including education, relevant professional experience, pertinent achievements, and roles on comparable events.

Project Team

- Geraud Blanks — Executive Producer & Project Director
- Maureen Post — Director of Strategic Communications & Stakeholder Coordination
- Nadia Olker — Director of Talent Procurement & Contracting
- Jason Burczyk — Director of Festival Programming & Creative Strategy
- Mark Hartzell — Director of Technical Production & Stage Management
- Alex Julien — Backline Coordinator & Artist Experience Manager
- Element Everest-Blanks — Director of Social Media & Community Engagement

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SECTION B — LEVEL OF PREVIOUS EXPERIENCE

B1. Five Projects of Similar Scope

Our team brings extensive experience producing high-attendance outdoor festivals, multi-stage live events, and summer entertainment series across Milwaukee. The five examples below demonstrate the combined strengths of our team and our ability to deliver an event matching the scope, complexity, and audience reach of Zoo a la Carte:

1. **Summer Soulstice Music Festival — Jason Burczyk / Mark Hartzell**

This multi-stage outdoor street festival features diverse musical acts and attracts thousands each year. *Jason Burczyk* serves as a longtime talent buyer/producer, while *Mark Hartzell* and SDP provide full technical production, including staging, sound, crew, and festival coordination. This long-standing partnership between programming and production mirrors the structure we will employ at Zoo a la Carte.

2. **Flannel Fest — Jason Burczyk**

Co-created and produced by *Jason Burczyk*, Flannel Fest is a large-scale outdoor festival featuring national touring acts, regional artists, vendors, and festival-style activations. Its high attendance and strong audience appeal demonstrate Jason's capacity to design innovative programming that draws new and diverse crowds—an asset for revitalizing and expanding Zoo a la Carte's entertainment lineup.

3. **MPAC & Peck Pavilion Programming — Nadia Olker**

As MPAC's Director of Booking & Events, *Nadia Olker* manages touring artists, contract negotiations, technical riders, hospitality, and logistics for MPAC summer programming, including high-attendance outdoor concerts at Peck Pavilion. Her experience aligns directly with Zoo a la Carte's booking and contracting needs and ensures strong relationships with agents, managers, and tour coordinators.

4. **Zoo a la Carte (Technical Production) — Mark Hartzell**

Mark Hartzell and SDP have provided technical production for Zoo a la Carte for many years, offering unmatched familiarity with the event's staging, sound engineering, backstage workflows, and festival infrastructure. SDP also provides production for Milwaukee's largest summer festivals—Jazz in the Park, Bastille Days, Live at the Lakefront, Summer Soulstice, and Watertown Riverfest. Integrating Mark and SDP into our unified team ensures continuity, minimizes technical risk, and increases coordination across booking, scheduling, and production.

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5. Summer of Soul — Culture x Design

Created and produced by CXD, Summer of Soul is a free outdoor concert series hosted at the Marcus Performing Arts Center and Peck Pavilion. As Executive Producer, *Geraud Blanks* leads programming, marketing, community partnerships, and event execution, while *Element Everest-Blanks* drives digital engagement and audience growth. This series demonstrates CXD's ability to design and deliver culturally vibrant events that attract broad, diverse audiences—an essential component of the Zoo's long-term vision.

B2. How Our Firm Is Uniquely Situated to Complete the Scope of Services

CXD is uniquely positioned to elevate Zoo a la Carte because our team brings nationally informed booking expertise, festival-scale production leadership, and an unmatched understanding of Milwaukee's music, arts, and cultural landscape.

Unlike national firms, CXD is deeply embedded in the city's creative community: Element Everest-Blanks, Program Director at HYFIN/Radio Milwaukee, shapes one of the region's most influential platforms for emerging and established local artists; Jason Burczyk books Milwaukee talent year-round for The Cooperage and co-created Flannel Fest; Geraud Blanks, a former Milwaukee Journal Sentinel music writer, band manager, and long-time booking agent, has curated local talent for decades across festivals and venues, and Alex Julien manages a collective of top Milwaukee R&B and soul artists. This lived proximity to Milwaukee's cultural networks gives Zoo à la Carte a depth of authenticity and local relevance no external agency can match.

However, we also boast talent procurement specialists who have experience booking and routing national touring acts: Nadia Olker handles the contracting, travel, and hospitality for many of the large-scale MPAC programming, while Geraud and Maureen have secured national performing acts such as Blues-Rock-Soul artist Robert Randolph, hip-hop acts legendary Hip Hop acts Digable Planets and Talib Kweli, and California alt-soul band Moonchild for their popular Downtown music series Summer of Soul.

Our structure blends the Zoo's trusted production foundation (via SDP) with CXD's creative leadership in programming, communications, marketing integration, and audience engagement. This ensures continuity where it matters and innovation where it's needed—expanding genre representation, strengthening culturally inclusive programming, and enhancing audience reach without disrupting the event's established strengths.

Together, this combination of stability, collaboration, and deep cultural intelligence uniquely positions CXD to honor what already works at A la Carte while introducing curated enhancements that broaden its appeal, strengthen community connection, and grow the festival's reach across Milwaukee's diverse audiences.

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B3. How We Assess the Success of an Event

CXD evaluates event success using both quantitative and qualitative metrics, including attendance levels, year-over-year audience growth, demographic reach, artist and vendor satisfaction, production reliability, and digital engagement. We complement these metrics with non-intrusive qualitative feedback gathered through on-site conversations, QR-based comment prompts, and partner debriefs.

For the Milwaukee County Zoo, we would also assess how effectively an event broadens audience diversity, attracts younger and culturally diverse attendees, re-engages adults without children, and strengthens overall community connection. Zoo a la Carte offers a valuable opportunity to understand not just how many people attend, but who attends, how they experience the festival, and how the event shapes perceptions of the Zoo as a cultural destination.

CXD's most successful event to date, Summer of Soul, demonstrates this approach—drawing more than 10,000 attendees in its first two years and consistently attracting one of the region's most diverse, multigenerational audiences. Flannel Fest has also grown significantly over the past several years, becoming one of the city's most popular outdoor fall events, and Summer Soulstice—a multi-stage outdoor festival produced with Jason Burczyk and Mark Hartzell (SDP)—regularly draws broad cross-sections of Milwaukee residents. These events demonstrate our ability to design programming that resonates widely, grows year after year, and reflects success not only in numbers but in vibrancy, inclusivity, and audience experience.

SECTION C — VALUE

Firm's Approach to the Scope of Services

Zoo a la Carte is already a vibrant, beloved Milwaukee tradition. CXD's strategy for the 2026 festival centers on partnership, clarity, and coordinated innovation. We will build on the event's established strengths—its multi-stage layout, family-friendly atmosphere, and diverse musical offerings—while introducing enhancements aligned with the Zoo's long-term goals.

Within the contract price, CXD will deliver a multi-genre entertainment program that reflects Milwaukee's diverse cultural landscape and enriches the guest experience. This includes a curated mix of local, regional, and national artists across soul, R&B, rock, indie, Latin, jazz, blues, Americana, global rhythms, and contemporary Milwaukee sounds. Artist and audience experience enhancements—such as comprehensive hospitality management, efficient stage flow, and thoughtful staging and lighting—further elevate the festival environment and deepen its connection to Milwaukee communities.

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We welcome the opportunity to explore collaboratively with Zoo leadership additional ideas to expand cultural relevance and diversify audience appeal. Examples include expanded Latin, global, and family-friendly Hip-Hop offerings; enhanced DJ and dance activations that animate quieter areas of the grounds; small visual-arts components such as live mural work or interactive installations; and cultural performances such as dance ensembles or drumming groups. Community partnership zones featuring neighborhood organizations or youth arts groups can also help broaden local engagement. Each of these concepts would be developed only if they align with Zoo priorities and overall festival goals.

To support this expanded creative vision, CXD will strengthen promotional reach through targeted content, community partnerships, and multi-platform storytelling. Our communications approach is designed to reinforce the Zoo's mission, amplify culturally responsive programming, and drive sustained audience engagement.

Throughout the planning process, Zoo staff remain active partners—reviewing programming, schedules, production plans, and promotional materials to ensure every element reflects institutional priorities and audience expectations. CXD and the Zoo work in tandem, drawing on each other's strengths to deliver the best possible festival for the Milwaukee community.

Finally, CXD will leverage the deep expertise of Mark Hartzell and the SDP team, whose long-standing technical leadership provides invaluable insight into production flow and operational timing. As part of our collaborative planning process, Mark will work directly with Zoo leadership during pre-season meetings to explore enhancements that support safety, reduce crew strain, improve guest navigation, and contribute to a more sustainable production model for the next era of Zoo a la Carte.

Collaboration Timeline and Zoo Staff Involvement

Executing this expanded vision will require regular collaboration with Zoo leadership on headliners, programming choices, schedules, production layouts, and marketing approvals. As we begin planning for Zoo a la Carte, our team will collaborate closely with Zoo leadership to discuss opportunities to strengthen the festival experience. This integrated workflow ensures that the Zoo's voice guides all final decisions while CXD manages the complex day-to-day work of booking, scheduling, production, and audience engagement.

Maureen oversees all communication, documentation, and coordination to maintain consistent alignment across programming, production, marketing, and Zoo operations. Geraud leads festival-wide strategy and curatorial direction, ensuring all decisions reflect the Zoo's mission and audience goals.

Booking and programming decisions are developed collaboratively: Nadia and Geraud work directly with Zoo representatives on talent selection, negotiations, and hospitality planning;

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Jason, Mark, and Alex coordinate with Zoo operations and SDP to confirm production and technical requirements; and Element, Maureen, and Geraud partner with the Zoo's communications team to integrate social media, community engagement, and promotional strategy.

CXD's collaboration model is structured to ensure Zoo involvement throughout the entire planning timeline. Monthly planning meetings (January–March), biweekly meetings (April–June), and weekly check-ins (July–August) provide consistent opportunities for Zoo leadership to review progress, provide feedback, and guide decision-making. At every phase, CXD brings forward expertise, creative ideas, and operational insight—while the Zoo's priorities, brand standards, and institutional knowledge shape outcomes. This shared, iterative process ensures the festival remains aligned with the Zoo's mission while benefiting from the depth and experience of a dedicated, full-service project team.

SECTION D — APPROACH TO THE BOOKING & PRODUCTION NEEDS OF THE EVENT

D1. Firm's Qualifications for Booking Services & Approach to Coordinating With Service Providers, Sponsors, Technicians & Zoo Staff

CXD is uniquely qualified to lead Zoo a la Carte's booking and production needs because our team brings national booking expertise, festival-scale production leadership, and long-standing working relationships across Milwaukee's largest outdoor events. This structure delivers a coordinated booking-to-production ecosystem in which programming, technical execution, and communications operate seamlessly.

Booking & Programming Leadership:

- **Nadia Olker**, Director of Booking & Events at MPAC, manages national touring acts, agent negotiations, technical riders, and hospitality for one of Wisconsin's premier performing arts institutions. Her relationships with agencies and deep understanding of touring artist needs ensure a reliable, professional booking process for A La Carte.
- **Jason Burczyk**, Entertainment Director at The Cooperage and co-creator of Flannel Fest, brings extensive festival programming experience through his work curating Summer Soulstice, Flannel Fest, and multi-stage outdoor events. He provides the creative and logistical expertise needed to shape a balanced, family-friendly entertainment lineup.

Technical Production Continuity:

- **Mark Hartzell and SDP** provide long-standing technical leadership for Zoo a la Carte and many of Milwaukee's top outdoor festivals, including Jazz in the Park, Bastille Days, Live at the Lakefront, and Summer Soulstice. Their familiarity with the site and production requirements ensures consistent, high-quality execution. Mark's long-standing role at

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Zoo a la Carte gives our team unique insight into the event's operational rhythms, including opportunities to improve production flow and overall efficiency.

Communications & Operational Coordination:

- **Maureen Post** leads all stakeholder communication, ensuring Zoo staff, sponsors, vendors, SDP, and CXD teams remain aligned throughout planning and execution.
- **Element Everest-Blanks** integrates cultural engagement, digital storytelling, and social media strategy to expand audience reach and strengthen promotional visibility.
- **Geraud Blanks** provides executive oversight and curatorial direction, drawing on more than a decade of leadership experience across major Milwaukee cultural institutions, including Milwaukee Film's Black Lens and Cultures & Communities programs.

This experienced, cohesive team ensures the Zoo receives professional booking services, reliable production support, and clear communication at every stage of the event.

D2. Ability to Serve as a Representative and Agent of the Zoo; Protecting Zoo Interests and Meeting Project Needs

CXD is well equipped to represent the Milwaukee County Zoo because our team has extensive experience stewarding the public identities of major cultural institutions. We approach Zoo a la Carte with the understanding that the festival is an extension of the Zoo's mission, values, and relationship with the community.

We protect the Zoo's interests by:

- Ensuring all artist interactions, contracts, and communications meet professional standards and align with Zoo policies.
- Maintaining safe, reliable production practices through SDP's long-standing technical leadership.
- Upholding Zoo brand guidelines in all marketing, messaging, and public-facing materials.
- Respecting existing sponsor, vendor, and community partnerships.

As Executive Producer, Geraud Blanks ensures that all decisions are made with the Zoo's priorities at the center, drawing on years of experience representing Milwaukee Film, MPAC partners, and community-based institutions. Our role is to elevate the festival while preserving the Zoo's reputation and operational integrity.

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D3. Experience Targeting Diverse Audiences in the Upper Midwest

CXD's team has a demonstrated history of attracting diverse, multigenerational audiences across Milwaukee and the Upper Midwest. Our leadership has shaped some of the region's most successful multicultural programming platforms, giving us deep experience designing events that broaden audience reach and strengthen community connection.

At Milwaukee Film, Geraud Blanks co-founded Black Lens and the Cultures & Communities Festival, two national initiatives recognized for expanding access, representation, and community engagement. These programs brought thousands of new attendees—across race, age, and geography—into an institution historically dominated by homogeneous audiences.

At HYFIN, Element Everest-Blanks leads one of Wisconsin's most effective platforms for reaching Black, Latinx, multicultural, and younger adult audiences through culturally relevant content and strategic outreach. Her work expands visibility for events aimed at reaching communities not served by traditional promotional channels.

Nadia Olker has produced culturally diverse performing arts programming at MPAC and the Peck Pavilion, attracting audiences from across the region, while Jason Burczyk's work at The Cooperage, Flannel Fest, and Summer Soulstice consistently draws broad, eclectic crowds. SDP supports several of Milwaukee's most diverse outdoor festivals through reliable, flexible production infrastructure.

Together, this team brings proven experience engaging audiences that A la Carte aims to attract—ensuring programming that resonates widely and reflects the cultural breadth of Milwaukee.

D4. Approach to Soliciting Client Input; Role of Zoo in Booking; Communication Management

CXD incorporates Zoo staff input into every major programming and production decision. We begin with a collaborative vision session to establish goals for genre diversity, audience reach, and overall artistic direction. From there, CXD provides curated artist shortlists for Zoo review, and no contract negotiations proceed without Zoo approval.

Throughout booking and scheduling, we maintain a consistent communication rhythm and provide shared access to planning documents, updated lineups, schedules, and production notes. Maureen Post centralizes all communication, tracks approvals, and ensures that Zoo leadership, SDP, and CXD remain aligned.

The Zoo maintains decision-making authority over headline artists, budget allocations, and final schedules. Our role is to manage the process efficiently, provide high-quality options, and execute the Zoo's chosen direction.

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D5. Procedure for Providing Continued Uninterrupted Service in the Event of Staffing Changes

CXD ensures uninterrupted service through a redundancy-based model in which each functional area has overlapping coverage from team members familiar with Zoo a la Carte's workflow and expectations. Key areas include:

- **Booking & Contracting:** Nadia (lead), supported by Jason and Geraud
- **Technical Production:** Mark (lead), supported by SDP's long-standing production crew
- **Communications:** Maureen (lead), supported by Geraud
- **Marketing & Digital Engagement:** Element (lead), supported by Maureen and Geraud

Because these team members work together across multiple major festivals, stepping into one another's roles—temporarily or permanently—is seamless. SDP's long history with A la Carte further ensures stability for mission-critical technical functions.

D6. Capability to Manage This Project Alongside Other Current Workload

CXD can manage Zoo a la Carte alongside existing commitments because our team operates under a distributed, specialist-driven model designed for large-scale cultural events. Each functional area is led by a dedicated expert whose year-round responsibilities align with the work required for A la Carte.

Our team already produces major summer events—including Summer of Soul, Summer Soulstice, Flannel Fest, and MPAC programming—using coordinated workflows between booking, production, marketing, and communications. SDP's deep staffing bench, HYFIN's media infrastructure, and CXD's internal project management systems further expand capacity.

This structure ensures adequate bandwidth, prevents bottlenecks, and guarantees that the Zoo receives full, dedicated support at every phase.

D7. Firm's Process for Resolving Disputes With Clients

CXD resolves disputes through a transparent, documented, and collaborative process designed to address concerns and protect the Zoo's interests quickly:

1. Immediate acknowledgment of the issue and clarification of the concern.
2. Internal review by CXD leadership to understand contributing factors.
3. A focused meeting with Zoo representatives to present findings and agree on a solution.
4. Implementation of corrective actions and follow-up communication.

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5. Documentation of the resolution to prevent recurrence.

Years of representing major cultural institutions have prepared our team to handle conflicts professionally, ensuring quick, respectful, and effective resolution.

ALEXANDER JULIEN

Milwaukee, WI

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PROFESSIONAL SUMMARY

Live Music Curator, Stage Manager, and Audio Engineer with 20+ years of experience producing, managing, and supporting live performances across festivals, venues, cultural events, and branded experiences. Specializes in stage operations, FOH/monitor mixing, artist coordination, and multi-genre music production. Known for delivering reliable, high-quality technical execution and smooth changeovers in high-volume, multi-artist environments.

CORE SKILLS

Technical Production

- FOH & Monitor Mixing (digital + analog boards)
- Stage Plot & Input List Creation
- Backline Coordination
- Fast Changeovers & Stage Transitions
- Live Audio Troubleshooting
- Artist Advancing & Technical Riders
- Outdoor & Large-Format Event Production

Event & Creative

- Live Music Curation & Booking
- Artist Relations & Hospitality
- Event Programming & Scheduling
- Creative Direction for Live Experiences

Tools & Software

- **DAWs:** Ableton Live, Logic Pro X, FL Studio, Pro Tools
- **Live Tools:** QLab, Dante, Yamaha/Behringer/Midas digital consoles

- **Production Tools:** Native Instruments, Waves, UAD, Arturia, Omnisphere
- **Other:** Adobe Creative Suite, Google Workspace, Trello, Asana

PROFESSIONAL EXPERIENCE

Event & Stage Manager

Culture x Design – Milwaukee, WI | 2024 – Present

- Oversees stage operations for multi-artist live events, including Summer of Soul, and other large-scale outdoor programs.
- Manages technical logistics: equipment setup, FOH communication, sound checks, and timelines.
- Coordinates with audio engineers, lighting teams, and backline techs to maintain production quality and on-time transitions.
- Provides hospitality and on-the-ground support for performers, ensuring smooth artist flow and adherence to schedule.
- Supports creation of stage plots, input lists, and technical documentation for events.

Live Music Curator / Event Programmer

Brew City Soul Music Group LLC – Milwaukee, WI | 2016 – Present

- Curates weekly/monthly live performance series, booking emerging and established artists aligned with venue brand and audience.
- Manages scheduling, communication, and coordination for performers.
- Works directly with sound engineers and venue staff to ensure technical accuracy for every performance.
- Researches trends and community interests to develop culturally relevant live programming.
- Collaborates with marketing teams to build promotional strategies and increase attendance.

Music Producer / Audio Engineer

Freelance – Milwaukee, WI | 2002 – Present

- Produces, mixes, and masters projects across hip-hop, R&B, electronic, pop, and experimental genres.
- Develops sonic direction, arrangement, and sound design for artists and commercial media.
- Creates custom audio assets for sync licensing, podcasts, digital content, and live productions.
- Manages production workflows, budgets, and timelines for multiple clients simultaneously.

SELECTED LIVE EVENTS & PROJECTS

- **Summer of Soul (MPAC)** – Stage management & technical coordination for major outdoor music series.
- **Groove Theory Concert Series** – Multi-genre programming + technical support.
- **Brew City Soul Live Series** – Long-running curated performance series supporting local and regional talent.
- **Album & EP Productions** – Full-length projects for independent artists resulting in press and streaming growth.

EDUCATION

Sothern New Hampshire (2014)

Coursework: Business Management

Milwaukee Area Technical College (2006)

Coursework: Music Production, Audio Engineering, Music Theory, Event Management.

ELEMENT EVEREST-BLANKS

Milwaukee, WI

Program Director, HYFIN / Radio Milwaukee • Cultural Curator • On-Air Host

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PROFESSIONAL SUMMARY

Element Everest-Blanks is a cultural curator, on-air host, and community engagement strategist with over 15 years of experience shaping Milwaukee's music, arts, and cultural ecosystem. A founding member of the influential hip-hop collective Black Elephant and a seasoned media professional, she is recognized for elevating local talent, producing culturally informed public programming, and building platforms that celebrate and advance diverse communities.

As Program Director and on-air host for HYFIN/Radio Milwaukee, Element leads programming strategy, cultural direction, artist relations, and content development for the Black-led, digital-first platform dedicated to amplifying Black music and culture. A Global Music Equity Advocate and member of the Recording Academy's Midwest Advocacy Committee, she works to advance policies that protect artist rights, ensure equitable pay, and expand fair access for music creators.

Element also serves as the Amplifier-in-Residence at the Marcus Performing Arts Center, where she creates exclusive content, hosts artist interviews, and deepens community engagement through her media and lifestyle brand, The Culture Plug. Known for her creative influence and culturally attuned storytelling, she brings extensive experience in festival programming, voiceover performance, music licensing, brand partnerships, and DEI-aligned cultural programming.

CORE COMPETENCIES

Cultural Programming • Artist Relations • Music Curation • Community Engagement

Live Event Hosting • Creative Direction • Brand & Cultural Partnerships

Voiceover Performance • Talent Development • Festival Programming

Media & Storytelling • DEI-Aligned Content Strategy

PROFESSIONAL EXPERIENCE

Program Director & On-Air Talent — HYFIN / Radio Milwaukee

Milwaukee, WI / 2022–Present

- Leads all programming and cultural strategy for HYFIN, a digital-first media platform dedicated to Black music and culture, operated by Radio Milwaukee.
- Curates music direction, artist features, interviews, cultural content, and long-term programming strategies.

- Serves as a primary on-air host, delivering culturally informed storytelling and artist engagement.
- Functions as a Global Music Equity Advocate, advancing equitable representation in the music industry.
- Develops partnerships with artists, cultural institutions, and community organizations to expand HYFIN's reach and impact.

Amplifier-in-Residence

Marcus Performing Arts Center — Milwaukee, WI / 2024–Present

- Serves as cultural ambassador and engagement strategist for MPAC's programming and audience development initiatives.
- Designs programs, discussions, and creative collaborations that elevate diverse artistic voices.
- Strengthens MPAC's connections to Milwaukee's cultural communities.

Founder — The Culture Plug

Milwaukee, WI / 2020–Present

- Creates culturally grounded events, experiences, and partnerships centered on community storytelling and artistic expression.
- Provides consulting services on culturally aligned programming, event design, and brand strategy.

Partner, Artist & Talent Manager — Kairo Communications

Milwaukee, WI / 2007–Present

- Manages music licensing, talent development, and event programming for regional and national clients.
- Licensed original music for MTV, NBA/NFL-affiliated platforms, and brand-driven activations.
- Coordinated artist events featuring Biz Markie, Lupe Fiasco, Questlove, Ne-Yo, and others.

RECORDING ARTIST & VOICEOVER TALENT

Independent — 1999–Present

- Founding member of Black Elephant, a pioneering Milwaukee hip-hop group.
- Featured on the *Deliver Us From Eva* (2003) soundtrack; recognized by Billboard and *The Source* (Unsigned Hype).

- Provided voiceover services for national brands, including McDonald's "365 Black" campaign ("Baobab Tree")

PROFESSIONAL AFFILIATIONS

- Voting Member, The Recording Academy (GRAMMYs)

EDUCATION & TRAINING

Professional training in voiceover performance, media production, music performance, and cultural storytelling.

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GERAUD BLANKS

Innovator • Engagement Strategist • Cultural Programmer • Executive Producer

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PROFESSIONAL SUMMARY

Geraud Blanks is an award-winning cultural strategist and executive producer with extensive experience designing large-scale festivals, engagement campaigns, and culturally resonant public programs. As Founder and Principal of Culture x Design (CxD)—an engagement-driven creative firm partnering with leading organizations across Milwaukee—he blends audience strategy, talent curation, and festival production to deliver high-impact public experiences.

Blanks has a proven track record in curating national, regional, and local talent; producing indoor and outdoor festival environments; and directing multi-format marketing initiatives that drive meaningful public participation. His work develops strategies that attract diverse communities, strengthen institutional visibility, and deepen community relationships.

A former senior leader at Milwaukee Film, Blanks helped transform one of the country's top film festivals through innovative programming, curated events, and award-winning campaigns—earning recognition for elevating brand visibility and expanding audience engagement for major institutions.

CORE COMPETENCIES

- Engagement & Audience Strategy – Inclusive outreach, community partnerships, targeted messaging, culturally grounded engagement models
- Event Production & Festival Operations – Multi-day festivals, national talent booking, vendor coordination, outdoor programming, run-of-show and technical oversight
- Marketing & Creative Direction – Storytelling, campaign design, brand alignment, cross-platform content, visual strategy
- Cultural Programming & Talent Curation – Concert series, film festivals, special events, legacy and emerging artistry, program design
- Executive Leadership – Team direction, cross-sector collaboration, organizational innovation, strategic planning
- Multimedia & Narrative Development – Video production, narrative change projects, Telly Award-winning creative work

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PROFESSIONAL EXPERIENCE

Founder & Principal — Culture x Design (CxD)

Milwaukee, WI / 2023–Present

Leads an engagement-first cultural communications and event production firm specializing in inclusive public experiences, culturally aligned marketing strategies, and multi-stage live event programming. CXD blends deep community insight with strategic brand activation to help institutions reach broader and more diverse audiences.

- Design and implement multi-platform cultural engagement and marketing campaigns for Bank of America, Froedtert & the Medical College of Wisconsin, Goodwill Greater Milwaukee & Chicago, Milwaukee Brewers, Visit Milwaukee, Northwestern Mutual, and other partners.
- Produce large-scale experiential events and festivals—including Summer of Soul, Groove Theory, Harvest Day, Bronzeville Week activations, and citywide marketplaces—overseeing creative direction, talent booking, vendor operations, and full production execution.
- Develop strategic communications frameworks that strengthen brand visibility and expand audience reach across radio, print, digital, and social platforms, including major narrative-change initiatives for the Milwaukee Muslim Women’s Coalition.
- Lead community-centered research and engagement, incorporating bilingual/bicultural outreach, narrative development, polling, and focus groups for civic, cultural, and public health initiatives.
- Create multimedia storytelling assets—video, billboard, digital, and short-form content—that elevate underrepresented narratives and advance public awareness goals.
- Manage cross-sector partnerships with city departments, cultural institutions, neighborhood BIDs/NIDs, and corporate entities to activate neighborhood-level engagement.
- Oversee project workflows and client relationships across simultaneous campaigns, ensuring aligned messaging, measurable outcomes, and high-quality execution.

Chief Innovation Officer — Milwaukee Film

Milwaukee, WI / 2021–2023

Senior executive overseeing organizational innovation, strategic communications, community engagement, and creative development for the Oriental Theatre, Milwaukee Film Festival, Black Lens, and Cultures & Communities Festival.

- Led the Innovation Department (Marketing, Strategic Partnerships, Project Management, Cultures & Communities) and directed cross-platform content and communications.
- Achieved record contributed revenue, surpassing Q1 2022 projections by 25% and 2021 levels by 55% through data-driven strategy and new business line development.

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- Directed award-winning marketing campaigns, including Telly Award–recognized video and promotional content.
- Expanded corporate sponsorship portfolios, securing new revenue from brands, donors, and foundations.
- Developed data-informed audience engagement models that increased ticket sales, sponsor visibility, and year-round participation.
- Oversaw all organizational event production and ensured unified brand experience across festivals and programs.
- Served as a primary media spokesperson, representing Milwaukee Film in interviews, panels, and community events.
- Supervised and mentored cross-functional teams, fostering collaboration, innovation, and professional growth.

Director of Cultures & Communities — Milwaukee Film

Milwaukee, WI / 2019–2021

Built and led Milwaukee Film’s multicultural programming platform, expanding organizational reach through culturally resonant community engagement and year-round programming.

- Founded the Cultures & Communities brand, establishing Milwaukee Film’s multicultural programming identity.
- Created the Minority Health Film Festival (later Cultures & Communities Festival), generating new revenue streams that outperformed the Milwaukee Film Festival in sponsorship revenue.
- Oversaw year-round cultural programs including Black Lens, Cine Sin Fronteras, Genre Queer, and thematic festivals and screenings.
- Strengthened partnerships with community-based organizations, driving inclusion and trust.

Other Relevant Experience

- **Contributing Writer — Milwaukee Journal Sentinel (Music)**

EDUCATION

Ph.D. (ABD), Communication Studies, Northwestern University

Concentration: Rhetoric & Public Culture

Graduate Certificates: African American & Diaspora Studies, Gender & Sexuality Studies, Critical Theory

M.A., Media Studies — University of Wisconsin–Milwaukee

B.A., African & African Diaspora Studies + Journalism, Advertising & Media Studies — UW–Milwaukee

CULTURE X DESIGN

AWARDS & HONORS

- Chief Marketing Officer of the Year, Milwaukee Business Journal (2022)
- Silver & Bronze Telly Awards, 44th Annual — Campaign, Craft, Storytelling (2023)
- Innovator Award, HYFIN / Radio Milwaukee (2023)
- Graduate of the Last Decade Award, University of Wisconsin–Milwaukee (2023)
- Abele Catalyst Award, Milwaukee Film (2021)
- Community Impact Award, Greater Milwaukee Urban League (2025)

SELECTED PROGRAMS & PRODUCTIONS

- Summer of Soul Concert Series (CXD)
- Groove Theory Concert Series (CXD / Milwaukee Film)
- Milwaukee Film Festival (Milwaukee Film)
- Cultures & Communities Festival (Milwaukee Film)
- Culture x Design Sneaker & Streetwear Summit (CXD)

JASON BURCZYK

Live Event Producer/Festival Director/Production

(414) 779-7792 • jason@cooperagemke.com • Milwaukee, Wisconsin 53207

Seasoned Live Event Producer/Talent Buyer with a proven track record at Owl Club LLC, Milwaukee, excelling in event planning, logistics coordination, and innovative marketing strategies. Expert in budget management and audience engagement, significantly boosting event success. Skilled in contract negotiation and sponsorship management, demonstrating exceptional organizational and creative direction capabilities.

Dedicated professional with years of experience in coordinating and managing complex events to ensure successful outcomes. Strong organizational skills, superior attention to detail, and the ability to multitask and manage competing priorities. Proven ability to work with diverse groups and coordinate multiple teams to create successful events that exceed expectations.

Proactive individual with experience in the hospitality industry. Proven ability to plan and coordinate large-scale events for corporate, government, and private clients. Detail-oriented and organized, with excellent communication and interpersonal skills.

Detail-oriented professional with proven knowledge of itinerary management, travel incentives, and facility management. Aiming to leverage my abilities to successfully fill [Job Title] role on your team.

Focused professional with experience in travel routes, tours, and ticketing. Frequently praised as diligent by peers, I can be relied upon to help your team achieve its goals.

Skills

- Services Marketing
- Contractual Obligations
- Event Oversight
- Event Preparation
- Stage Production Management
- Social Media Management
- Contract Negotiation
- Sponsorship Management
- Risk Assessment
- Creative Direction
- Event Planning
- Public Relations
- Audio-Visual Expertise
- Budgeting and finance
- Guest Relations
- Producing Special Events
- Customer Marketing
- Planning and Execution
- Budget Development and Management
- Event Publicity
- Social Media Marketing Creation
- Content Development
- Project Management
- Technical Production
- Audience Engagement
- Logistics Coordination
- Marketing and Promotion
- Stage Management
- Social Media Promotion
- Event Marketing

Experience

Live Event Producer/Talent Buyer
OWL CLUB LLC, Milwaukee, WISCONSIN
March 2017 - Present

- Directed administrative details, such as financial operations, dissemination of promotional materials, and responses to inquiries.

- Reviewed event bills for accuracy and approved payment.
- Coordinated services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing, and event security.

Education

Bachelor of Arts (B.A.) in Photography/Film
University of Wisconsin-Milwaukee, Milwaukee, WI
 December 2020

Awards

- Nominated WAMI Awards - Best Promoter/Best Venue

Additional Information

LIVE EVENT PRODUCER/GENERAL MANAGER/TALENT BUYER
 The Cooperage/Boone&Crockett/Owl Club LLC (2010-Present)
 822 S. Water St, Milwaukee, WI

I'm Jason Burczyk, a 39 years young, incredibly ambitious individual looking to make the next major transition in his career. Born and raised in Milwaukee, WI but have traveled extensively through North America in my years, by way of Tour Management and life/leisure. I've spent 10+ years working in the world of touring, music and live event production and am always in pursuit of the expansion of knowledge and growth of experience. I am a single individual with no kids, but a wonderful lust for life fulfilled by my work and hobbies.

Over the course of the past 14 years, I and a group of partners built an entertainment group starting in the Bay View neighborhood and eventually expanding to one of the premier entertainment campuses in Milwaukee on the shoreline of Lake Michigan overlooking the Hoan Bridge and the Summerfest grounds. For this particular position, I have been actively performing all of the jobs needed in a 400+ capacity venue to maintain an actively successful music/entertainment hub. I am the sole Booking Agent/Talent Buyer, Stage Manager, Bar Manager, and Production Manager as well as Ticketing and Marketing. In our humble room I've managed to showcase the likes of: Questlove (dj), Kip Moore, Black Pumas, Bleachers, Manchester Orchestra, Slick Rick, Rise Against, and many others.

PRODUCER/TALENT BUYER
 Summer Soulstice Music Festival (2022-Present)
 I am the sole Talent Buyer for the Eastside Bid's largest yearly festival, Summer Soulstice. I manage the week to week meetings and delegate the production tasks needed to ensure the festival is a success. I personally talent scout local and nationally touring acts to maintain relevancy and optimal entertainment for a wide demographic.

N O T A B L E E X P E R I E N C E S
 CO-CREATOR/PRODUCER OF SUMMERFEST SUMMERCAMP SERIES

2019-Present

Along with Clear Channel and FM1021, created a live music series with World Music Fest and Summerfest in which we host a series of headlining acts from the 11 days of Summerfest at my venue The Cooperage across the riverfront. These showcases encompassed: building a ticket giveaway system through a series of radio contests, planning the scheduling of multiple bands daily for pickup and drop off for their session by multiple forms of transport including boat, hospitality for bands and coordinating all aspects of the production.

Notable performances include: The Revivalists, Andrew McMahon, Cannons, Grandson, Lovely The Band, Beach Bunny, and many more.

CO-CREATOR/PRODUCER OF FLANNEL FEST + MITTENFEST

Flannel Fest and Mittenfest are Fall and Winter outdoor music festivals taking place on Milwaukee's lakefront, both of which I produce, manage, talent buy, and create every year. The festival sees between 5-10k in attendance each occurrence and includes multiple stages, vendors, food trucks/tents, local and nationally touring talent.

Notable performances include: Sunflower Bean, Har Mar Superstar, Polica, Sista Strings, Coo Coo Cal and many more.

MARK HARTZELL

Milwaukee, WI • [Phone] • [Email]

CEO & Head of Systems Engineering — Sound Decision Productions

LinkedIn: linkedin.com/in/mark-hartzell-a3747015

Website: sounddecisionproductions.com

PROFESSIONAL SUMMARY

Veteran Front of House (FOH) and Monitor Engineer, systems designer, and festival-scale production leader with 30+ years of experience delivering rider-compliant audio systems, multi-stage festival engineering, and complex live event production. As Founder and CEO of Sound Decision Productions (SDP) since 1997, Mark has built one of Wisconsin's most trusted technical production firms, serving major festivals, touring artists, and cultural institutions for more than 27 years.

Widely regarded for his technical mastery, precision, and artist-first engineering approach, Mark is one of the region's foremost system engineers and an early U.S. adopter of the CODA AiRay line array system—enabling SDP to meet the demands of national touring riders, multi-genre performances, and high-pressure festival environments.

With deep festival experience, proven rider-compliant system design expertise, and decades of leadership at SDP, Mark Hartzell is recognized as one of Wisconsin's most accomplished and reliable production engineers. His long-standing work with Zoo A La Carte, large-scale festival environments, and national touring support makes him an exceptional technical lead for any major live event.

CORE COMPETENCIES

- FOH & Monitor Engineering (National Touring & Multi-Genre)
- Festival & Multi-Stage Production Leadership
- System Design, Deployment & Optimization
- Technical Rider Compliance (National-Level)
- Power & Signal Distribution
- Artist Relations, Advancing & Hospitality Collaboration
- Backline Integration & Stage Operations
- Crew Leadership, Training & Production Management
- Venue & Outdoor Event Production
- High-Fidelity, Rider-Ready Sound Reinforcement

EDUCATION

Bachelor of Science — Audio Engineering

The Ohio State University

PROFESSIONAL EXPERIENCE

CEO & Head of Systems Engineering

Sound Decision Productions (SDP) — Milwaukee, WI

1997–Present

Founder, owner, and principal systems engineer for a premier Wisconsin-based production firm specializing in rider-compliant sound reinforcement, festival-scale system design, and multi-stage event execution.

Leadership & Technical Responsibilities

- Directs all major SDP productions, ensuring consistent engineering quality across FOH and monitor positions—an uncommon hands-on leadership model in the festival production sector.
- Designs and deploys Coda AiRay and McCauley MLA line array systems for national touring acts, municipal festivals, corporate events, and recurring outdoor programs.
- Oversees technical advancing, crew scheduling, power distribution, system optimization, and on-site troubleshooting.
- Ensures full compliance with national touring riders, production specifications, and safety/technical standards.

Representative Projects & Festivals

- Milwaukee County Zoo A La Carte — Multi-stage festival production partner for numerous years; responsible for technical management, system delivery, and consistent sound reinforcement across five stages.
- Bastille Days — Long-standing production partner for all stages at Milwaukee's signature summer festival.
- Jazz in the Park — Lead engineer for Milwaukee's premier weekly outdoor concert series.
- Live at the Lakefront — Ongoing production services using rider-ready systems and high-fidelity engineering.
- Summer Soulstice — Multi-stage festival production and system engineering.
- Watertown Riverfest — Full system deployment, FOH/monitor engineering, and artist support.

Touring & Artist Support (National & Regional)

- Engineering and system support for touring artists including:
Chris Tomlin, Amy Grant, Unspoken, Koine, and additional national Christian and contemporary acts.
- Praised by national touring engineers for system quality:
 - *“The best system he’s heard in quite a while.”* — Unspoken Production Manager
 - *“AiRay proves that size and weight are no longer requirements for a world-class PA.”* — Chris Tomlin FOH Engineer

Venue Engineering

- Rave—Eagles Club — Ongoing house audio contract, including FOH/monitor engineering and technical system support for one of Milwaukee’s most iconic live venues.

Studio & Recorded Work

- Album engineering credits include The Bodeans and Paul Cobar and the Milwaukeeans.

INDUSTRY MEMBERSHIPS & INVOLVEMENT

- Wisconsin Area Music Industry (WAMI) community
- Regional touring networks
- Professional audio engineering associations

AWARDS & RECOGNITION

- WAMI Award — Best Stage Production (Sound Decision Productions)
- Multiple WAMI Nominations for Best FOH Engineer & Best Monitor Engineer
- Commendations from national touring crews for engineering excellence

CULTURE X DESIGN

MAUREEN POST

Strategic Partnerships • Cultural Programming • Festival Operations

Milwaukee, WI • maureen@culturexdesign.com • [LinkedIn.com/in/maureen-post-65054932](https://www.linkedin.com/in/maureen-post-65054932)

PROFESSIONAL SUMMARY

Cultural programming strategist, senior partnerships leader, and festival producer with 15+ years of experience developing large-scale public events, community-facing festivals, and institutional engagement strategies across Milwaukee's arts and culture ecosystem. Recognized by Milwaukee Business Journal and BizTimes for leadership in cultural innovation and behind-the-scenes organizational impact. Demonstrated success in building cross-sector collaborations, coordinating multi-stage festival logistics, and driving audience engagement across diverse communities. Skilled in leveraging strategic partnerships, coordinating national and local talent, and supporting integrated marketing and publicity efforts for complex cultural programs.

CORE COMPETENCIES

- Strategic Partnerships & Sponsorship Development
- Cultural Programming & Community Engagement
- Multi-Stage Festival Production
- Cross-Department Coordination & Communications
- Talent Relations & Hospitality Support
- Audience Development & Public Engagement
- Event Logistics & Operational Oversight
- Marketing Integration & Publicity Support
- Stakeholder Management & Community Relationships

PROFESSIONAL EXPERIENCE

Director of Strategic Partnerships — Milwaukee Film

Milwaukee, WI | 2014–2023

Led partnership strategy, donor engagement, and community collaborations for Milwaukee Film, a major cultural institution presenting the Milwaukee Film Festival, Cultures & Communities Festival, and year-round programs. Supported large-scale festival operations, multi-venue coordination, and behind-the-scenes systems enabling successful execution of 300+ annual events.

Key Responsibilities & Achievements:

- Directed strategic partnership development with corporations, foundations, and community organizations to support festivals and events.

CULTURE X DESIGN

- Coordinated with programming, marketing, and operations teams to align sponsor activations with festival logistics and audience needs.
- Supported multi-day festival production by facilitating cross-department communication and managing sponsor-related deliverables across venues and stages.
- Helped drive audience engagement initiatives and community outreach programs that broadened participation among diverse Milwaukee communities.
- Recognized publicly for internal leadership, team collaboration, and behind-the-scenes impact (Milwaukee Business Journal, BizTimes).

PRINCIPAL — Culture x Design (CxD)

Milwaukee, WI | 2023–Present

Strategic partnerships and engagement lead for Culture x Design, supporting major cultural events such as Summer of Soul, Groove Theory, and Bronzeville Week, as well as multi-partner engagement projects across Milwaukee.

Key Contributions:

- Advises on partnership development, organizational strategy, and community outreach for CXD's festivals and civic events.
- Supports booking coordination, artist communications, and hospitality planning for culturally diverse programming.
- Works closely with municipal, nonprofit, and corporate partners to align sponsorship opportunities with community-centered programming goals.

RELEVANT PROJECT EXPERIENCE

- Milwaukee Film Festival — Multi-week, multi-venue festival drawing 80,000+ attendees. Oversight of partner activation, sponsor deliverables, venue coordination support.
- Cultures & Communities Festival — Community-focused festival integrating film, music, dialogue, and cultural programming.
- Summer of Soul: Outdoor Marketplace & Concert Series (MPAC / CXD) — Partnership and engagement support for multi-stage music and vendor series.
- Groove Theory Concert Series — Community-rooted music program integrating national and local artists.
- Bronzeville Week (CxD partnerships) — Cultural programming support, vendor coordination, and community engagement.

EDUCATION

CULTURE X DESIGN

Bachelor of Arts, English & Journalism

University of Wisconsin–Madison

PROFESSIONAL RECOGNITION

- Milwaukee Business Journal — Women of Influence (2023)
- BizTimes — Notable Leader in Marketing & Events (2023)

COMMUNITY & PROFESSIONAL INVOLVEMENT

- Milwaukee Film — Alumni Leadership Network
- Milwaukee Arts & Culture Networks (ongoing collaborator)
- Event partnerships with BID/NID districts, community centers, and local creative organizations

SUMMARY

Maureen brings a unique combination of festival operations experience, strategic relationship-building, and community-engagement expertise that enhances the project team's ability to deliver high-quality, diverse, and well-coordinated programming for Zoo À La Carte. Her tenure at Milwaukee Film, combined with her current CXD role, provides a deep understanding of multi-stakeholder event environments, cultural programming logistics, and public engagement strategies—all essential to this project.

NADIA OLKER

Milwaukee, WI

414.242.0201 • nmolker@gmail.com • LinkedIn.com/in/NadiaOlker

PROFESSIONAL SUMMARY

Technical and production-focused event leader with experience supporting 300+ live events annually across festivals, theaters, and multi-stage venues. Skilled in stage operations, logistics, artist advancing, and high-volume event execution with a strong background in audio coordination, production workflows, and client/sponsor fulfillment. Known for reliability, calm under pressure, and a solutions-oriented approach across complex, multi-artist environments.

CORE SKILLS

Technical Production & Operations

- Stage management • Backline coordination • Changeover execution
- Live event logistics • Crew coordination • Vendor management
- FOH/monitor collaboration • Understanding of technical riders
- Large-scale festival operations • Onsite troubleshooting

Event & Programming

- Artist relations & advancing
- Run-of-show development
- Scheduling & production planning
- Sponsor activations & premium experience execution
- Client, talent, and agency coordination

PROFESSIONAL EXPERIENCE

Director of Booking & Events

Marcus Performing Arts Center — Milwaukee, WI | 2021–Present

- Oversee technical and logistical execution for 300+ annual performances and events across four theaters, outdoor stages, and campus venues.
- Coordinate stage operations, production staffing, technical riders, and artist needs to ensure seamless event execution.
- Manage scheduling, logistics, vendor partnerships, and cross-department communication for multi-day performances and high-profile events.

- Support audio/technical teams through advancing shows, preparing input requirements, and ensuring accurate technical documentation.
- Lead run-of-show planning, changeover flow, and day-of execution for diverse artistic, community, and commercial events.
- Maintain consistent reliability in high-volume, high-pressure environments while balancing client needs, artist expectations, and production constraints.

Owner / Director — Event Production & Artist Relations

Aura Events — Milwaukee, WI | 2017–Present

Clients include BottleRock Festival (Artist Relations & Platinum Experience) and SXSW/RedGorilla Festival (Production, Scheduling, Operations)

- Provide production coordination, event logistics, and artist relations for multi-stage festivals and large-scale live music events.
- Develop stage plots, scheduling systems, and organizational workflows for festival teams.
- Support backline, load-in/load-out sequencing, and onsite troubleshooting across fast-paced performance environments.
- Deliver run-of-show execution, premium guest experience management, and technical liaison support for touring artists.
- Consult on creative programming, talent booking, and event design to elevate live performance quality.

Director of Events

Summerfest / Milwaukee World Festival — Milwaukee, WI | 2020

- Supported production, logistics, and event operations for the world's largest music festival and 70+ annual events.
- Acted as liaison between clients, operations, technical teams, and executive leadership to coordinate stage needs and event flow.
- Developed proposals for enhanced production elements including sound, lighting, interactive installations, and large-scale scenic pieces.
- Managed event timelines, technical coordination, and artist/hospitality support during multi-stage programming.

SELECTED LIVE EVENTS & PROJECTS

- **BottleRock Festival (Napa, CA)** — Artist Relations & Premium Experience: high-volume artist support, stage access management, and guest experience execution.
- **SXSW / RedGorilla Festival** — Production & Scheduling: multi-stage coordination, changeover flow, operations support, and artist advancing.

- **Marcus Center Campus Programming** — Director of Booking & Events: run-of-show leadership across theaters, outdoor stages, and special events.

EDUCATION

University of Wisconsin–Madison

Bachelor of Science — English Literature & Fine Art

Minor: Creative Writing