

Coliseum



Matt Brown
Director

Education

BS in Transportation,
Travel and Tourism,
Niagara University

Contact Information:
One Governmental Plaza
PO Box 3136, Greensboro,
NC 27402-3136

Ph: (336) 373-7406
Email: matt.brown@
greensboro-nc.gov

Career Highlights

City of Greensboro

- Managing Director, Greensboro Coliseum Complex, 1994 to present

SMG Private Facility Management Firm

- General Manager of the Philadelphia Civic Center
- Regional Vice President
- Senior Vice President of Operations
- Executive Vice President and Chief Operating Officer

City of Fort Lauderdale, FL

- Director of Special Facilities
- Stadium Manager, New York Yankees Spring Training Facilities

City of Niagara Falls

- Director of Public Property and Convention Center Director

Significant Accomplishments

- Greensboro Coliseum Complex hosts more than 850 events per year and generates an estimated \$100 million in economic impact for the region
- Hosted concerts featuring the top names in the recording industry including Bruce Springsteen, Taylor Swift, Miley Cyrus, The Eagles and Beyonce
- Continued tradition of providing family entertainment options including productions from Disney, Sesame Street and Ringling Brothers and Barnum & Bailey Circus
- Hosted the first and second rounds of the 2009 National Collegiate Athletic Association (NCAA) Men's Basketball Tournament
- Hosted the 2009 Atlantic Coast Conference (ACC) Women's Basketball Tournament, drawing a record-setting crowd for the seventh consecutive year
- Will host the ACC Women's Basketball Tournament every year through 2015, the ACC Men's Basketball Tournament in five of the next six years and the NCAA Men's Basketball first and second rounds in 2012

Professional Organizations and Memberships

- Florida Atlantic University, Advisory Board, MBA Program for Public Assembly Facility Management

