



Phil Potter - National Director of Programming

As the Director of the VenuWorks Events Division, Potter is charged with bringing a wide variety of programming to VenuWorks-managed buildings.

Potter has a broad range of venue event experience and concert promotion. He began his entertainment career as a talent buyer for the Don Romeo Agency in Omaha. From 1998 to 2005, he was Director of Events and Concert Bookings at Pershing Center in Lincoln, Nebraska, also becoming SMG's Regional Booking Director in 2004. Since 2006, he has provided leadership to the acquisition of programming for all VenuWorks locations. VenuWorks venues have recently presented a wide variety of concerts, including Neil Diamond, Britney Spears, Taylor Swift, Nine Inch Nails, Larry the Cable Guy, Jason Aldean, Nickelback, and hundreds of others.