

Tammy Koolbeck - Vice President of Venue Services



Before joining the VenuWorks corporate staff as National Director of Marketing, Koolbeck was Assistant Executive Director of Marketing and Programming for the U.S. Cellular Center Arena/Paramount Theatre and General Manager of the Cedar Rapids Ice Arena. Her principal responsibility is to coordinate the delivery of services to VenuWorks locations and oversee the corporate marketing of VenuWorks. Koolbeck started in the public assembly management field as the Director of Marketing for the Five Seasons Center and Paramount Theatre. She led the naming rights process when U.S.

Cellular became the venue's naming rights partner. Her past work experience includes hotel, convention and visitor bureau and professional sports.

Koolbeck is a Past President and current member of the Board of Directors for the Event and Arena Marketing Conference (EAMC), the premier gathering for arena marketing professionals from the United States, Canada, and Europe. She was recognized with EAMC's highest honor in 2007...the Gigi Award of Excellence. Koolbeck currently serves as Region III Director for the International Association of Assembly Managers along with committee positions on the Industry Affairs Council, Professional Educational Council and serves as vice chair for the Annual Conference Planning Committee and Press and Publications Committee. In 2010 she was honored as a Woman of Influence by Venues Today, who recognizes influential women in the live entertainment and facility management industry.

She, her husband and son live in Cedar Rapids, Iowa where she serves on a number of local boards including City PTA, Mount Mercy College Alumni Board, the Sports Tourism Board and Marketing Committee for the Cedar Rapids Symphony Orchestra and holds State PTA Leadership positions.