



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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ALLIANT ENERGY CENTER ANNOUNCES JULIE GALLAGHER AS DIRECTOR OF OPERATIONS

*Previous Director of Operations and Events at BMO Harris Bank Center, Julie Gallagher
brings 20 years of industry experience to Alliant Energy Center*

Alliant Energy Center has chosen Julie Gallagher, previous Director of Operations and Events at BMO Harris Bank Center, as the new Director of Operations.

Gallagher has directed operations and events at BMO Harris Bank Center, formerly MetroCentre in Rockford, Illinois for the last two years. Prior to her promotion as Director of Operations and Events, Gallagher served as the Director of Events for eight years and Director of Ticketing for ten years at BMO Harris Bank Center. Through her work at BMO Harris Bank Center she has overseen the creation of the entire events department with a \$1.04 million annual department budget and participated with city officials in an \$18.5 million renovation and seating restructuring of the Historic Coronado Theatre.

“Julie’s background in the industry made her an ideal candidate for the Director of Operations position and we’re excited about Julie joining our team,” said Mark Clarke, Executive Director of Alliant Energy Center. “She brings a wealth of knowledge about operating public assembly facilities in a progressive yet efficient manor. Julie’s ability to work with our customers and assure customer service will be an instrumental part of Alliant Energy Center’s success.”

Gallagher is credited with creation of the BMO Harris Bank Center’s events department, which included the addition of event coordinators and the merging of two separate adversarial departments into one team. Throughout the events department development, she built a shared connection amongst event staff, housekeeping and operations providing a welcoming and smooth transition for new management.

“I am truly excited to be working with the staff and becoming an integral part of the AEC organization,” said Gallagher, who began her new position at AEC on February 25. “Madison is a beautiful area filled with cultural and entertainment opportunities and I look forward to being a part of this community through AEC.”

The Alliant Energy Center grounds consists of 164 acres and includes the Exhibition Hall, Veterans Memorial Coliseum, Willow Island, and the agricultural facilities. AEC hosts more than 500 events each year that draw an estimated 1 million visitors and has an annual economic impact of \$88 million.

Gallagher is a graduate of the International Association & Venue Management’s (IAVM) Public Assembly Facility Management School. She succeeds the previous Director of Operations, Bob Ehrenstrom, who served in that capacity for over 30 years.

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