

Jana N. Brooks

Certified Venue Professional | LEED® Green Associate™

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Accomplished event, sustainability, and venue professional with distinguished credentials that reflect adept abilities to manage facilities, projects, processes, and people with a holistic view of integrating cross functions for desired impact and profitable outcomes. Well steeped in the logistics of implementing sustainability processes. Strong advocate for exceptional guest/fan experience and venue management.

Selected Highlights:

- Oversaw logistics for over 400 Camden Yards Sports Complex events situated on 85 acres of land, including 2.9 million square feet of venue space.
- Implemented carbon footprint waste reduction of 32%.
- Facilitated sustainability efforts on the Leadership in Energy & Environmental Design (LEED) certification process. Earned gold and silver designations for Oriole Park at Camden Yards and the B&O Warehouse, with gold re-certification at M&T Bank Stadium.
- Supervised the changeover, maintenance, and janitorial teams in the newly renovated 14,000-seat CFG Bank Arena.
- Developed cross-organizational procedures for tenants and employees.

Summary of Strengths:

- Operations Management
- Facilities Management
- Event Planning and Coordination
- Sustainability Initiatives
- Policies and Procedures
- Customer / Guest / Vendor Relations
- Public Speaking
- Presentations and Moderator

CAREER HIGHLIGHTS

OWNER

Forward Minded Management, LLC ▪ Owings Mills, MD ▪ November 2023 - present

Accomplished and credentialed event, sustainability, and venue manager with over 20 years of solidified experience in successful venues.

- Formulates plans for organization's environmental goals, including implementation of a recycling plan and reporting to necessary entities for record maintenance.
- Manages all varieties of personal and professional events of 5 to 150,000 people from concept to execution.

CUSTOMER EXPERIENCE MANAGER

Visit Baltimore ▪ Baltimore, MD ▪ August 2024 – present

Primary contact for our definite event customers; supports our clients by providing all aspects of operations & logistical support, as well as marketing and attendance building support through use of our Visit Baltimore assets.

- Establishes and maintains excellent relationships with destination partner organizations and the community in general; partners in increasing Baltimore's share in convention sales and services. Acts as a liaison with local destination partner firms offering products or services to meeting planners.
- Maintains contact with destination partners to facilitate client requests. Participates in volunteer opportunities. Attends partner organization meetings (Downtown Partnership, Waterfront Partnership, BTA, etc.) to report out on Visit Baltimore and group activities.

OPERATIONS MANAGER

CFG Bank Arena (Oak View Group) ▪ Baltimore, MD ▪ January 2023 – April 2023

Arena offers 14,000 seats for world class concert and entertainment venue for fans and artists.

Interviewed and hired personnel for 30 maintenance and changeover teams and oversaw management of janitorial team tasks in coordination with site managers. Arranged work schedules and projects for maintenance of 14,000 seat venue using 24/7 software application. Initiated new sustainability program.

- Verified construction punch list and compliance of task delivery for the janitorial team.
- Liaison for all cleaning crew work during the final stages of renovations to the 400,000 square foot arena.

MANAGER, EVENT AND TENANT SERVICES

Maryland Stadium Authority ▪ Baltimore, MD ▪ November 2013 – December 2022

Plans, builds, and manages sports facilities, convention centers, entertainment venues in Maryland.

Managed the operational and logistical aspects of approximately 400 Camden Yards Sports Complex events for up to 150,000 attendees located on over 85 acres of land, including 2.9 million square feet of venue space which generated over \$450,000 in revenue.

Facilitated sustainability efforts on the Leadership in Energy & Environmental Design (LEED) certification process for the US Green Building Council (USGBC). Achieved gold and silver designations for Oriole Park at Camden Yards and the B&O Warehouse Office Complex respectively. Obtained Gold recertification of M&T Bank Stadium.

Acted as building management liaison between tenants and various departments to complete work requests using AwareManager software application. Collaborated with facility managers to assess and resolve tenants' requests.

- Led recycling initiatives at Oriole Park which raised the annual diversion rate from 18% to 32% in one year.
- Managed Warehouse janitorial staff to deliver cleaning projects on-time, according to contract, and on budget.
- Oversaw the COVID Mass Vaccination site at M&T Bank Stadium in partnership with three state entities and eight stadium partners. Coordinated visits of the US Vice President and multiple gubernatorial visits.

OPERATIONS COORDINATOR

S.A.F.E. Management, Inc. ▪ Baltimore, MD ▪ July 2003–November 2013

Security, Athletic Facilities & Events (S.A.F.E.) guest services, security, and crowd management staffing company.

Supported the Operations Manager to deliver implementation of processes and practices across the organization. Participated in formulating strategy, improving performance, and securing compliance. Managed event employees. Conducted performance evaluations, processed payroll, and provided continual feedback to staff. Completed a variety of game day related tasks and coordinated all logistics to include position assignments, shifts worked, and payroll hours.

- Resolved approximately 75 event inquiries per Baltimore Ravens games using GuestAssist Text Messaging software with focus on guest satisfaction.
- Supervised game day teams of up to 20 for Baltimore Ravens, US Naval Academy football games.
- Assigned to multiple cities for game days to supervise up to 15 employees during NFL Super Bowls.

EDUCATION | CERTIFICATIONS

Sustainable Event Professional Certification, Events Industry Council, March 2024

LEED Green Associate, Leadership in Energy & Environmental Design (LEED) certification, June 2023
(Green Business Certification, Inc. (GBCI))

BS, University of Baltimore, Baltimore, Maryland, July 2018
(Business Administration and Marketing)

International Association of Venue Managers (IAVM)

- Academy for Venue Safety and Security, Las Vegas, NV / Pittsburgh, PA, March 2023
- Venue Management School and Graduate Institute, Wheeling, WV, June 2018
(Year 1 & 2 and Graduate Institute Year 3)
- Certified Venue Professional (CVP) designation, June 2018

Disney Institute: Disney's Approach to Leadership Excellence, Orlando, FL, July 2018

Sport Management Certification (online), Columbia University, February 2018

Event Management Certification, The George Washington University, Washington, D.C., July 2016

PROFESSIONAL ASSOCIATIONS

Black Sports Professionals (BSP) DMV Chapter – Member, Former Education Chair

International Association of Venue Managers (IAVM) - Immediate Region 1 Director, Governance Committee

Members United for Sustainable Events (MUSE) – Founding Member

Green Sports Alliance (GSA) – Professional Member

US Green Building Council (USGBC) - Individual Member