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M1 CONCOURSE ADDS TO LEADERSHIP TEAM

Brian Baker joins as Director of Events and Festivals and Bill Lee is named Director of Sponsor Partnerships, bringing a wealth of automotive knowledge, business development and sales experience to Michigan's premiere automotive and events destination.

PONTIAC, Mich. (February 1, 2024) – M1 Concourse has appointed two new directors to its leadership team – Brian Baker as Director of Events and Festivals and Bill Lee as Director of Sponsor Partnerships.

Baker is an automotive historian, designer, speaker, and educator who brings decades of experience and vast knowledge of automotive history to his new role. He spent 25 years as a General Motors designer of concept and production vehicles in Europe and the US. He rose to Vice President of Design for American Specialty Cars (ASC.)

Baker is a past president of the Society of Automotive Historians chapter in Detroit. He has served as a keynote speaker and host for automotive conferences in India, Japan, and North America. He was a docent at The Henry Ford, Vice President of Education at the Automotive Hall of Fame, and most recently was the Director of Collections and Education at the National Corvette Museum.

Lee is an accomplished sales and marketing executive with a proven track record of leading organizations, driving partnership revenue, and creating new opportunities for sports and entertainment venues and live event properties. He has led the sales for over 1,000 sports and entertainment events – from motorsports to Broadway – playing an array of stadiums, arenas, theaters, casinos, and performing arts centers across North America.

Recently, Lee was the chief revenue executive and co-creator of a leading-edge live event sponsorship format featuring actors from legacy shows and ratings juggernauts on ABC, CBS, AMC, HBO, The Disney Network, and Nick. His experience, performance, and standing in the industry have led to executive positions at Olympia Entertainment, Champions on Ice, SMG Worldwide Facility Management, and more. His extensive sponsor and promotional partnership credits include Cadillac, Chevy, Ford Motor Company, Volvo, John Hancock, Flagstar Bank, 5/3 Bank, Starbucks, TNT, NBC, and the New York Times.

“Brian and Bill are great additions to our talented team,” said Tim McGrane, CEO of M1 Concourse. “Both have strengths that will enhance our automotive selection, events, and sponsorship initiatives – and most importantly the overall M1 experience – for everyone who visits our unique facility. We have an exciting show schedule in store for 2024 filled with

everything from power and speed to classic design. We invite the community to join us for these one-of-a-kind events, shows, and festivals truly befitting the Motor City.”

For more on the 2024 event schedule and ticket information, visit: m1concourse.com.

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About M1 Concourse

Located in Pontiac, Michigan along historic M1 (Woodward Avenue) and less than 35 miles from Detroit’s Metropolitan International Airport, M1 Concourse is Michigan’s premiere automotive and events destination. The 87-acre property features a 28,000-square-foot, state-of-the-art event complex, a 1.5 mile closed track, 255 private garages, and a full schedule of exhilarating signature events. M1 celebrates all things automotive – past, present, and future – in the Motor City area where a passion for cars is in overdrive. Learn more at m1concourse.com.