



## **OAK VIEW GROUP NAMES BECKY COLWELL AS PRESIDENT, PROGRAMMING AND CONTENT, PROMOTES MARK SHULMAN TO EXECUTIVE VICE PRESIDENT, PROGRAMMING AND CONTENT – OVG EAST**

**DENVER, CO** (April 9, 2026) – [Oak View Group](#) (OVG), a global leader in premium live entertainment infrastructure and services including venue development, venue management, hospitality and sponsorship sales, today announced that Becky Colwell has been named President, Programming and Content, Oak View Group and Mark Shulman has been promoted to Executive Vice President, Programming and Content, OVG East. Colwell joins OVG after serving as General Manager of Halo Sports Entertainment. Shulman will report to Colwell who will report to Amy Latimer, Chief Business Officer at Oak View Group.

“As we continue to strengthen our content and booking strategy across the portfolio, we’re thrilled to welcome Becky and announce this well-deserved promotion for Mark,” said Latimer. “Becky brings a powerful combination of experience, deep industry relationships, and a strong track record in programming. Her leadership and perspective will be instrumental as we continue to advance our content programming and booking strategy across our growing portfolio. Mark has been an invaluable leader whose expertise and knowledge of our business have helped shape our booking strategy, and together, they will play an integral role in advancing our content and booking efforts as we continue to deliver best-in-class live experiences.”

As President, Programming and Content, Colwell will drive the commercial and cultural success of OVG’s global portfolio of sports, entertainment, collegiate, and live-event venues. In this critical role, she will shape the long-term content strategy to maximize venue utilization and profitability, cultivating deep relationships with the leagues, artists, promoters, agents and media partners, ensuring the company’s venues remain top-of-mind destinations for premier live experiences at arenas, stadiums, colleges, and more. She will oversee end-to-end strategy for event bookings and content, including sports, concerts, touring shows, family entertainment, festivals, and premium and emerging experiences.

In his new role as EVP, Programming and Content, OVG East, Shulman is charged with managing the regional programming teams to drive content into all OVG facilities. He will lead the programming of concerts, family events, collegiate sports and private events at venues in the eastern region of the North America such as UBS Arena in New York, CFG Bank Arena in Baltimore, PPG Paints Arena in Pittsburgh, PeoplesBank Arena in

Hartford, and TD Coliseum in Hamilton as well as Citi Field in New York and Beaver Stadium at Penn State University. In addition, Mark will work alongside other core leaders to ideate and implement OVG's national programming strategy bridging the gap between regional execution and national vision ensuring that OVG remains the standard for all live entertainment.

"OVG has established itself as a leader in redefining live experiences through its innovative approach to venues, content, and partnerships. I couldn't be more thrilled to join this talented and dedicated team and contribute to advancing the company's vision," said Colwell. "The scale of OVG's platform, paired with its culture of collaboration and creativity, provides an incredible opportunity to drive meaningful growth and deliver best-in-class experiences for both partners and fans around the world."

"In my tenure with Oak View Group, I've been fortunate to collaborate with our amazing team members as we developed the gold standard for new venues, renovated classic facilities, and elevated the experience for both fans and artists," said Mark. "I look forward to this next chapter in my expanded role and to continuing to contribute to the growth of the business, working alongside Becky and our incredible team, delivering best-in-class content and booking for our clients and audiences."

Working in the live events, entertainment and venue industries for nearly three decades, Becky began her career as Live Nation Director of Sales at the Walnut Creek Amphitheatre in Raleigh, North Carolina. She quickly moved up as SMG General Manager of the Booth Amphitheatre in Cary, NC and then became Director of Booking for ASM Global's western region. In Los Angeles, Colwell held positions as the General Manager of the Greek Theatre and the Kia Forum. In her most recent role with Halo Sports and Entertainment, she was responsible for full financial ownership of the concerts and special events business for the Kia Forum and Intuit Dome, including revenue, margin, EBITDA and multi-year growth targets. She also developed the long-term vision for concerts and special events across HSE's venues, balancing commercial performance, brand positioning and community impact.

With over 30 years of experience in the entertainment business, Mark has managed projects ranging from music festivals and major venue development to high-profile stadium concerts. Beginning his career at Penn State University, Mark has worked as an agent, talent buyer, production manager, and promoter for venues across the country including UBS Arena in New York and Wolf Trap Center for the Arts in Washington D.C. During his tenure at Oak View Group, Mark has programmed hundreds of events with artists such as Harry Styles, Bruce Springsteen, Kendrick Lamar, Eagles, Billie Eilish, and Drake. UBS Arena is the two-time site of the MTV Video Music Awards and hosted a special address from the Dalai Lama. Mark was twice recognized as a member of the Billboard Magazine Touring Power Player list and delivered the commencement address to the Penn State College of Arts and Architecture in May 2025.

[CLICK HERE](#) FOR HEADSHOTS OF COLWELL AND SHULMAN

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### **About Oak View Group**

Oak View Group (OVG) is the global leader in premium live entertainment infrastructure and services, with a platform spanning venue development and end-to-end capabilities across venue management, hospitality, and sponsorship sales. Founded in 2015, the company serves a collection of seven world-class owned venues and a client roster of the most iconic arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions, spanning four continents.

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