



## **Michael Ross** **Chief Executive Officer**

Michael Ross is the chief executive officer (CEO) of The Pasadena Center Operating Company (PCOC), a nonprofit organization responsible for managing the Pasadena Convention Center, Pasadena Civic Auditorium and the Pasadena Convention & Visitors Bureau.

Since joining the PCOC in 2006, Ross has been responsible for the management of the convention center expansion scheduled to open in March 2009 that will include 60,000 square feet of new exhibit space and a 25,000 square foot ballroom. In addition, he oversees the operation of the Pasadena Convention Center, the historical 3,000-seat Pasadena Civic Auditorium and the Pasadena Convention & Visitors Bureau.

Ross has more than 20 years of hospitality industry experience with extensive facility operations and destination marketing experience. Prior to joining the PCOC, Ross was the first CEO of Team San Jose, a nonprofit public-private partnership responsible for operating San Jose's convention and cultural facilities, including the 400,000-square-foot San Jose Convention Center, the 2,600-seat Center for Performing Arts and the 3,000-seat Civic Auditorium. Additional executive level facility experience includes stints as general manager of the Sacramento Convention Center Complex and director of the Harborside Convention Complex in Fort Myers, FL. Ross gained tourism marketing experience during his tenure as executive director of the Gateway Center/Collinsville Convention & Visitors Bureau in Collinsville, IL.

Ross holds a master's degree in recreation and park administration from Central Michigan University, as well as a bachelor's degree in recreation administration from Ferris State University in Michigan.

For more information, contact the Pasadena Convention & Visitors Bureau at (800) 307-7977. The Pasadena Center Operating Company is a nonprofit organization responsible for managing the Pasadena Conference Center, Pasadena Civic Auditorium and the Pasadena Convention & Visitors Bureau.