

FOR IMMEDIATE RELEASE

CFE ARENA HIRES NEW GENERAL MANAGER

Spectra Names Joe Imbriaco to Succeed Brian Hixenbaugh

ORLANDO (March 8, 2018) – Spectra, which manages the 10,000-seat CFE Arena on the campus of University of Central Florida, today announced Joe Imbriaco as the facility’s new general manager. Imbriaco, who was previously general manager of Spectra-managed Cross Insurance Center in Bangor, Maine, this week will replace Brian Hixenbaugh. Hixenbaugh will become the acting general manager for the new Spectra-managed arena at the Iowa River Landing in Coralville, Iowa.

In his new role, Imbriaco will oversee booking and daily operations of CFE Arena.

“My family and I are excited to get settled in sunny Central Florida and join the UCF community,” Imbriaco said. “I look forward to building on the success that the CFE Arena has had, while also seeking fresh ways for us to grow.”

Imbriaco has worked in the sports and entertainment industry since his first job as part-time event staff at Colonial Life Arena in Columbia, South Carolina in 2002. He has held various roles in operations, events, and administration. His previous positions include: assistant general manager at Colonial Life Arena in South Carolina, director of events and operations at the Ted Constant Convocation Center in Virginia, and events manager at John Paul Jones Arena in Virginia.

A Marlton, NJ native, Imbriaco graduated from the University of South Carolina in 2004 with a Bachelor of Arts in Journalism and Mass Communications. He will be moving to Orlando with his wife and their two children.

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About CFE Arena

The Spectra-managed CFE Arena is home to the UCF Men’s and Women’s basketball programs, as well as concerts, family shows and other attractions for the Central Florida area. Visit www.CFEArena.com for more information on upcoming events.

About Spectra

Spectra by Comcast Spectacor is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra’s unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at SpectraExperiences.com. Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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