**BRINT JACKSON**

General Manager – Etihad Arena

Brint Jackson is the General Manager of Etihad Arena, Abu Dhabi’s first indoor multi-purpose Arena and new landmark venue for Entertainment, Sports and MICE events, which is currently in its pre-opening phase. In the past year Brint ha­s consulted on the Arena’s design and budget, while spearheading ticketing, recruitment and venue operations of the state-of-the-art venue to reinforce Abu Dhabi’s position as a year-round global tourism destination.

With his in-depth market knowledge and 15 year’s industry expertise, Brint is a key influencer and decision-maker in the UAE’s live entertainment industry, helping to create exceptional entertainment experiences across the region and support Abu Dhabi’s vision of becoming a global hub of entertainment and world-class sporting events. Brint also oversees the UAE’s leading outdoor entertainment venue, du Arena, where he has helped to shape the future of live events through his unique leadership style has filled the Arena with more 300 events over the past decade ranging from Pet Festivals to high-octane rock concerts. The 35,000 capacity Arena earned the “Best Events Venue” award at the prestigious 2015-2016 Middle East Event Awards (MEEA) and continues to set the standard for spectacular outdoor live events in the region.

Prior to his 8 years in Abu Dhabi, Brint worked for 3 Spectra managed venues in the USA, including NFL Arizona Cardinal’s 63,000 seat State Farm stadium. Originally from Philadelphia, he studied Sports Management at Temple University and graduated with a BSc, specializing in Sport and Recreational Management.