



Great Wolf Resorts Names Three New Officers to its Executive Team

MADISON, Wisc.—(July 21, 2016) — [Great Wolf Resorts, Inc.](http://www.greatwolfresorts.com) today announced the recent appointment of several new executives to its growing brand. Earlier this month, Bryan Robinson joined the company as Senior Vice President and Chief People Officer, Greg Miller joined as Executive Vice President and Chief Development Officer, and Erin Wallace will assume the role as Chief Operating Officer in late August. Currently, Great Wolf Resorts operates 13 indoor water park resorts across North America, with another resort opening in Colorado at the end of the year. Together these new executives will continue to implement the strategy and plans for continued growth for the hospitality brand.

“The addition of Bryan, Greg and Erin serves as our next step in continuing to build the Great Wolf brand and business. I’m excited to have these talented executives join our company as we build more resorts and strengthen our team of 6,000 dedicated pack members,” said Ruben A. Rodriguez, Chief Executive Officer, Great Wolf Resorts, Inc. “Together, we will continue to improve our offers and operations, expand into new markets and further improve on the industry standard for family destination resorts. I could not be more thrilled to welcome them to our company.”

Bryan Robinson came to Great Wolf Resorts with a strong background in human resources, organizational design and talent development, having most recently served as Vice President of Human Resources for the Chicago Cubs. He played a key role in the revitalization of the broader Cubs organization and the team’s performance as not only a sports brand but also a leisure experience at Wrigley Field for its guests and employees. Before joining the Cubs, Bryan held senior human resources roles with General Electric, across multiple business units and geographies. He holds bachelor’s and graduate degrees in Human Resources and Labor Relations from Michigan State University.

Greg Miller will oversee both U.S. and international development for Great Wolf Resorts. He joined the company from Caesar’s Entertainment, where he most recently served as Executive Vice President, Development. During his tenure, he led over \$3 billion of large-scale projects of leisure resorts and casinos including new builds, conversion projects and renovations. Prior to joining Caesar's, Greg had a successful career with Universal Studios Theme Parks & Resorts, where he held senior roles in both development and general management, culminating as President of Universal Studios Port Aventura in Spain. Greg holds a bachelor’s degree from Notre Dame and earned his MBA from Northwestern University.

Erin Wallace joins the company with nearly 30 years at Walt Disney Theme Parks & Resorts in leadership roles across hotel and theme park operations, revenue management, industrial engineering, new business development, F&B and merchandise strategy and technology innovation. Erin's career with Disney culminated with an EVP role in 2011-2015 in which she led key operations and commercial functions for their global theme park business, across domestic and international properties. More recently, Erin served as COO of The Learning Care Group, leading operations of over 900 early childhood education centers across the U.S. Erin holds a bachelor's degree in Industrial Engineering from the University of Florida and an MBA from Rollins College.

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About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.[®], Madison, Wis., is North America's largest family of indoor waterpark resorts and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge[®] brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif.; and, Colorado Springs, Colo. (opening in December 2016).

Additional information may be found on the company's [online media center](#).

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