



Bruce Wimbish
Director of Marketing & Communications
Greater Columbus Sports Commission

Bruce Wimbish joined the Greater Columbus Sports Commission as Senior Marketing & Communications Manager in December 2010 and was promoted to Director in February 2011.

In his role, Bruce is responsible for all aspects of the organization's marketing, communications and public affairs efforts, including generating positive exposure for the GCSC and Columbus as a destination for sporting events while developing marketing and publicity plans to promote designated hosted events.

Bruce returned home to Columbus after close to seven seasons with the Cleveland Cavaliers. He was promoted to Cavaliers Basketball Communications Manager in August 2008 after joining the organization as Corporate Communications Coordinator in September 2004 and being promoted to manager in that area in 2007. In his basketball communications role, Bruce was responsible for overseeing media credentials, the team's game notes and statistical studies while assisting with press releases and interviews with players, coaches and front office personnel. In his corporate communications role, he was tasked with generating positive exposure for the team's business operations.

Wimbish earned a B.B.A. in Business Operations from the University of Cincinnati in June 2000, a M.B.A. in Marketing from The Ohio State University in June 2002 and a M.A. in Sports Management in June 2008. He started his career as a corporate sales intern with the NHL's Columbus Blue Jackets and joined the Cavaliers as a marketing intern in the summer of 2004.

The Columbus, OH native is a graduate of Worthington Kilbourne High School in Columbus and enjoys playing basketball, weightlifting, movies and music. Bruce resides in Gahanna, Ohio with his wife, Camille.