



M1 Announces Leadership Team Additions

PONTIAC, Michigan, November 1, 2022 - M1 Concourse announces the appointment of two seasoned executives to its leadership team. Jim Tanner joins the epicenter of “All Things Automotive” as Chief Operating Officer and Blair Cremeens is named Director of Marketing & Communications.

“We have in place a talented team, each bringing a wealth of experiences and a love for all things automotive,” said M1 Concourse CEO Tim McGrane. “As we design our events and offerings for the year ahead, our focus will be on delivering an exceptional experience for everyone from our garage owners to club members and visitors, to the many community members and organizations who utilize our unique campus.”

Jim Tanner joins the M1 management team as Chief Operating Officer. He brings a wealth of experience in operational performance in several industries. Trained as an electrical engineer, Jim is skilled in strategic business planning, team building, operations management, sales, branding, and lean manufacturing process development. He has worked for industry leaders like Bosch and MacLean-Fogg where he developed a three-point fastener for which he holds a patent. He most recently served in leadership positions with KSR International and Speedgrip Chuck.

Tanner will leverage his years in operations to expand M1’s exceptional experiences and hospitality. A Michigan native, he is an avid car enthusiast and collector. He is a board member of the Ferrari Club of America Michigan Chapter and a Detroit Athletic Club Car Society member.

Blair Cremeens joins the M1 Concourse leadership team as its new Director of Marketing and Communications. Blair will be developing M1’s strategy and brand as he leads the marketing and communications team.

Cremeens is passionate about presentation and the smallest details of a show that appeal to all the senses - like hearing, seeing, and feeling a Shelby Cobra 427. He believes “amazing shows leave the audience forever changed” and he looks forward to adding new experiential elements to M1 signature events, including Woodward Dream Show and American Speed Festival.

A marketing professional with over 30 years in communications, live events, and strategic leadership, Blair has previously worked with Ford, GM, Chrysler, and Quicken Loans. He is also the President of the Michigan Pickleball Association, promoting a sport that has seen growth to nearly 4.8 million players nationwide.

About M1 Concourse

M1 Concourse blends style and speed, offering the perfect automotive events and entertainment venue on a 87-acre property including a motorsports community of Private Garages and private Motorsports Club. This facility features a state-of-the-art event center, outdoor event spaces and a 1.5- mile-high performance driving track. M1 can transform any event into a one-of-a-kind exclusive experience. The M1 Concourse is situated in Oakland County, one of the most populous and prosperous counties in Michigan and located on the legendary Woodward Ave. in the city of Pontiac.