



Heartland Performing Arts, Inc.
Midwest Arts XPO
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Heartland Performing Arts Appoints Tommy Hensel as Consulting Executive

Heartland Performing Arts (HPA) announces the appointment of Tommy Hensel as Consulting Executive, effective June 1, 2026. Hensel steps into this newly established leadership role after formally resigning from his position as Board Treasurer.

Following Hensel's transition, the HPA Board of Directors voted to appoint Jared Duymovic as the organization's new Treasurer.

This leadership change reflects a strategic step forward for HPA as it continues to grow and evolve. Built on a strong, volunteer-driven foundation, the organization is addressing the operational demands that come with its increasing scale and impact across the performing arts sector.

Hensel brings extensive experience and deep institutional knowledge of HPA and its flagship initiative, the Midwest Arts XPO (MAX). In his new role, he will help coordinate the organization's expanding operations and establish sustainable systems to support long-term success.

"What began as a critical need in the field has grown into something truly remarkable," said Eric Olmscheid, President of the Heartland Performing Arts Board. "Tommy's leadership, experience, and deep understanding of our mission make him uniquely suited to guide us through this next phase of growth. We are incredibly proud of the progress we've made with MAX, now the second-largest performing arts booking conference in the country, and we are excited for what lies ahead under this strengthened organizational structure."

Under Hensel's guidance and continued leadership collaboration, HPA aims to build on its achievements while ensuring the sustainability of its programs and operations. The organization remains focused on advancing the performing arts ecosystem throughout the Midwest and beyond.

HPA also expresses gratitude to its board members, volunteers, and stakeholders for their continued commitment as planning continues for the upcoming Midwest Arts XPO, September 22-25, 2026 in Milwaukee, WI.

For more information about Heartland Performing Arts and Midwest Arts XPO, please contact info@midwestartsxpo.org. Tommy Hensel press photo can be found [here](#).