

**CONTACT:**

Tricia Voskuil, Vice President, Marketing & Public Relations  
The Community Blood Center  
cell: (920) 428-0107

[tvoskuil@communityblood.org](mailto:tvoskuil@communityblood.org)

**For Immediate Release**

**Brian Rollefson joins Senior Leadership Team at The Community Blood Center**

*The Community Blood Center is excited to welcome Brian Rollefson as the new Vice President, Human Resources and Staff Development.*

APPLETON, Wis. (March 3, 2023) – Brian Rollefson is bringing his decades of expertise to The Community Blood Center (CBC) as the new Vice President, Human Resources and Staff Development. As a part of CBC’s Senior Leadership Team, Rollefson will help lead the organization in human resources.

Rollefson joins CBC with more than 24 years of experience leading team-based operations in time-sensitive and high-stakes situations in the private sector and military. He spent 21 years on active duty in the United States Air Force. Most recently, he led the human resources team that works with operations within the Defense segment of Oshkosh Corporation. Rollefson is also a Leadership Cohort Facilitator at the Center for Exceptional Leadership at St. Norbert College in De Pere, Wis.

“We are thrilled to have Brian join our team,” said John Hagins, President and Chief Executive Officer, The Community Blood Center. “His expertise, leadership and knowledge will be great assets to our Senior Leadership Team and organization as a whole. We look forward to seeing all Brian accomplishes at CBC.”

**About The Community Blood Center**

The Community Blood Center was established in 1955 and continues today as an independent nonprofit providing a safe and reliable blood supply to hospitals in the Midwest. CBC has donor centers in Wisconsin (Appleton, Oshkosh, Little Chute and Woodruff) and is opening a donor center in Chicago, Ill. in 2023. CBC hosts more than 100 blood drives every month. The Community Blood Center is a member of America’s Blood Centers (ABC) and Blood Centers of America (BCA) which are networks of independent community-based, not-for-profit blood centers supporting the blood needs for approximately 60% of the United States.

###