

CRAIG BERRY

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Professional Summary

Nightlife and Event Industry Leader, real estate developer, and logistics operator with over 25 years of leadership in hospitality and small business development. Proven track record of owning and managing over 10 successful restaurants, lounges, and bar establishments across the Greater Milwaukee area. Founder and current owner of Leron's Trucking, a logistics company servicing the Midwest region. Committed to community advancement and urban development through both private enterprise and civic engagement.

Professional Experience

Founder & Owner

Multiple Restaurants and Nightlife Establishments – Milwaukee, WI

2000 – Present

- Successfully founded and operated over 10 Milwaukee-area restaurants, bars, and lounges for over 25 years.
- Oversaw all aspects of business operations, including staffing, budgeting, vendor management, and event planning.
- Cultivated strong community ties and customer loyalty through consistent service and neighborhood involvement.
- Led several venue transformations, building brands from the ground up and turning around underperforming properties.
- Played a key role in building Milwaukee into a major market for A-list entertainers
- Booked and hosted over 100 national acts — including Jazz and Blues Musicians, R&B artists, hip-hop performers, and comedians — many appearing in Milwaukee for the first time.

Owner & Operator

Leron's Trucking – Milwaukee, WI

2019 – Present

- Founded and operated a logistics company specializing in dump truck and freight transport throughout the Midwest.
- Manage dispatching, route planning, driver hiring, and DOT compliance.
- Utilize CDL certification to stay active in daily operations when needed.

Urban Developer

Independent Projects – Milwaukee, WI

2002 – Present

- Developed multiple Residential and Commercial properties in the Milwaukee area since 2002
- Currently overseeing the full redevelopment of a historic commercial property in the Bronzeville Neighborhood.
- Led architectural restoration, leasing strategy, and business plan creation.
- Project aimed at bringing new economic activity to the neighborhood and preserving the property's cultural integrity (as Milwaukee's First Black Biker Bar).

Consultant & Organizer

Grandville Blues Fest – Milwaukee, WI

2022 – Present

- Served as a planning consultant and community liaison for Milwaukee's largest blues festivals.
- Coordinated venue logistics, licensing, performer booking, and local business partnerships.
- Received official recognition from the City of Milwaukee Common Council for service and planning contributions.

Education

University of Northwoods
Completed Hospitality Coursework

University of Wisconsin – Stevens Point
Completed Business Coursework

Certifications

- Commercial Driver's License (CDL)

Affiliations

- President, Milwaukee Urban Bar Owners Association

Awards & Recognition

- Recognized by multiple National Publications for owning *The Matrix*, which was noted as being the “Largest Nightclub in the Midwest”, XXL Magazine (2000)
- Received the Nightlife Lifetime Achievement Award, M.U.L.A Awards (2018)
- Official Recognition from the City of Milwaukee for contributions to the Grandville Blues Fest as a planning consultant (2023)

Community Involvement

- **Strategic Event Host – 2000 Wisconsin Election** — Planned and executed a high-impact event that was cited in exit polls and local media as a key factor contributing to electoral success in Wisconsin during the 2000 U.S. election. (Featured in an Article by the Wall Street Journal in 2000)
- **AAU program sponsor for Playground Elite Basketball (2014 – Present)** — Annual Sponsor of travel and tournament costs for Milwaukee youth athletes.
- **Running Rebels Toy Drive (2015- Present)** — Annual donor
- **Milwaukee Kids Halloween Event (2022- Present)** — Annual Sponsor and Host of a youth-safe Halloween celebration offering free candy, costumes, and entertainment to kids in Milwaukee’s 9th Aldermanic District.
- **Running Rebels Black Excellence Awards (2023- Present)** — Annual sponsor and host of this awards ceremony honoring excellence in Milwaukee’s Black community.
- **Stroll to the Polls Initiative (2024)** — Sponsored and promoted this voter turnout initiative during the Presidential Election. Hosted free concerts with national acts to increase voter turnout.