Build Around One Guy Not Named Cena

If you were starting a wrestling company and could build it around one person not named John Cena, who would it be? For the sake of this, consider their current ages (as in Taker is still old), the amount of time they appear (as in Rock only appears a handful of times a year) and all other factors. I'd go with Miz. The guy knows how to antagonize a crowd like few others and it works every time. Anyone can come out there and smile and laugh and all that stuff, but it's impressive to get someone that is so loathed and hated to the point where the fans will boo whatever you say. He's a young guy and can cause a lot of havoc on a show. He's been dedicated to improving his game too and he's a credible main event heel. The Hollywood connections don't hurt either.

Your picks/thoughts?