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ASM GLOBAL NAMES INDUSTRY VETERAN BOBBY ANDERSON NEW GENERAL MANAGER OF THE SANFORD CENTER



(BEMIDJI, MINN – March 6, 2024) — [ASM Global](#) — the world’s leading producer of entertainment experiences, venue management, and event strategy — has appointed Bobby Anderson as the new general manager of The Sanford Center in Bemidji, Minnesota.

Anderson, who brings a wealth of experience to the Bemidji venue, has worked in numerous roles at The Sanford Center over the last 11 years, including as assistant general manager and as the Interim General Manager. Throughout his career, he gained experience in a variety of areas, from operations, engineering and maintenance to security, food and beverage and booking and finance.

“Bobby has built life-long relationships within his town and this venue that have paved the way to his success over the past decade,” said Dave

Jollette, regional vice president, ASM Global. “He has a deep knowledge about the building and understanding of what the community wants and needs. Combined with ASM Global’s support and the commitment of the team on the ground, we are confident that the venue is poised for success under his leadership.”

The Sanford Center, a multipurpose venue, featuring an arena and the George W. Neilson Convention Center, opened in 2010, and is home to the Men’s and Women’s Bemidji State University Beaver Hockey Teams. Between the Arena and Convention Center, the building hosts numerous events each year from hockey games, concerts, wedding receptions, expos, conventions, meetings, rodeos, and even graduation ceremonies.

“I am thrilled about continuing my career with ASM Global in Bemidji, as we have such a great and unique area with a lot of diversity,” said Anderson. “The Sanford Center has so much to offer locals and visitors alike, and I’m excited for guests to see what we have in store for the future.”

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About ASM Global

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 350 of the world’s most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues.

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