



## **MIAMI BEACH CONVENTION CENTER HIRES GENERAL MANAGER**

*Spectra Names Industry Veteran Freddie Peterson to Oversee Newly Reimagined Facility*

**MIAMI (August X, 2018)** — The Miami Beach Convention Center, which is at the tail-end of a \$620 million renovation and expansion, today named Freddie Peterson as its new General Manager. Mr. Peterson, who recently concluded a two-decade tenure leading the highly successful Massachusetts Convention Center Authority (MCCA), will take the helm in Miami Beach to oversee day-to-day operations at one of the largest convention centers in the world.

As a seasoned and innovative convention and hospitality executive, Mr. Peterson will provide strategic leadership to position Miami Beach competitively in the national and international meetings and events community, and manage the final touches on the expansion of the state-of-the-art facility.

“During my time with the MCCA, I developed a deep understanding and appreciation of the positive impact, both economic and cultural, that a dynamic venue can have to support and enhance a premier global destination,” said Mr. Peterson, who will start in Miami Beach after Labor Day. “I’m thrilled and humbled to have this wonderful opportunity to come on board in Miami Beach and use my passion and experience within the industry to bolster the convention center’s reputation among the elite in the world.”

He added, “I’m also looking forward to getting to know my new neighbors and working closely with the community and the Greater Miami Convention & Visitors Bureau, just as I did in Boston and Springfield.”

As Deputy Director of the MCCA, Mr. Peterson directed activities in support of policies, goals, and objectives established by the Executive Director and the Board of Directors. He administered contracts with the Greater Boston Convention & Visitors Bureau and the Greater Springfield Convention & Visitors Bureau. He also oversaw all major operational and management aspects of MCCA’s venues, while developing strong relationships with a variety of internal and external stakeholder groups.

“We hit the jackpot with Freddie,” **Dave Anderson, Senior Vice President of Spectra’s Convention Center Division, said.** “His 20-year track record in the convention industry and his distinctive leadership approach positioned him as the perfect candidate to run the Miami Beach Convention Center.”

Previously, Mr. Peterson held positions with MCCA as: Interim Executive Director, Director of Facilities Operations, Deputy Chief Operating Officer, Director of Government Relations/ Senior

Staff Assistant, Director of Business, Government & Community Relations, Senior Staff Assistant/Community Liaison, and South Boston Community Liaison.

For the past two and a half years, Mr. Peterson has been the contract administrator for the MassMutual Center and the Greater Springfield Convention & Visitors Bureau and its Sports Commission. Spectra provides food services and hospitality to the MassMutual Center venue.

“We needed a tried-and-true convention and hospitality professional to manage one of the most significant convention centers in the world, and we got one of the best,” **Spectra’s President John Wentzell said.** “Freddie’s entrepreneurial thinking, coupled with his extensive industry knowledge, promises the highest standard in hosting large-scale conventions, conferences, corporate and high profile special events from around the world at the Miami Beach Convention Center.”

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### **About Spectra**

Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra’s unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com). Follow Spectra on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

### **About Miami Beach Convention Center**

Located on a 52-acre campus in the heart of Miami Beach with easy access to some of South Florida’s best hotels, beaches, shopping, dining and entertainment, the Miami Beach Convention Center is undergoing a lavish \$620 renovation that will modernize the facility and make it one of the most technologically advanced convention centers in North America. The project, which will feature 500,000 square feet of exhibit space, includes a 60,000-square-foot Grand Ballroom that is the largest in the region. The convention center is located 12 miles east of Miami International Airport and within walking distance of the Art Deco District, Lincoln Road and world-famous beaches. With six acres of green space and canopy trees, the center is committed to sustainability and has invested \$7 million in acquiring public art, one of the largest public commissions in the nation. For general information, visit [www.miamibeachconventioncenter.com](http://www.miamibeachconventioncenter.com) or call 786-276-2600.