

GENERAL MANAGER

BROWARD COUNTY CONVENTION CENTER/GREATER FORT LAUDERDALE

ASM Global | Fort Lauderdale, FL





WHO WE ARE

Greater Fort Lauderdale is well on its way to becoming a world-class meetings destination. From our convention center expansion project and bustling cityscape, to our beautiful beaches, majestic waterways and endless leisure activities, groups of all sizes are discovering the many benefits of meeting in Fort Lauderdale.

The newly-updated pre-existing center with its expanded exhibit space is now open, and work continues through 2025 on the remainder of the \$1.3 billion expansion project. When completed, the Convention Center will boast more than 1.2 million square feet, including a 350,000 square feet contiguous exhibition hall, a new building featuring a 65,000 sq. ft. waterfront ballroom, an expansive outdoor plaza with restaurants, a concert venue and landscaping to create a parklike atmosphere, and the new 801-room Omni headquarters hotel.

The Broward County Convention Center is where business and pleasure intertwine to create the ultimate destination for meetings in South Florida. Located amidst the vibrant backdrop of Fort Lauderdale, the premier venue sets the stage for conferences, sporting events, exhibitions, trade shows, board retreats and more.

As a LEED Gold certified building, our venue strives to minimize its environmental footprint while creating unforgettable moments. Our venue offers state-of-the-art facilities, flexible event spaces and cutting-edge technology to ensure your event is a success. Additionally, its location in a city renowned for its walkability and rich cultural scene makes it an ideal gathering place. The Broward County Convention Center welcomes meeting and event planners, exhibitors and attendees to a venue that redefines the boundaries of what is possible.

Our Spaces

- Atlantic - The Atlantic will be the largest Ballroom in South Florida with a beautiful waterfront view.
- Exhibit Halls - The Exhibit Halls are our most adaptable space with a total of 350,000 square feet of contiguous exhibit space.
- Floridian Ballroom - The Floridian Ballroom boasts an extensive pre-function space, offering captivating natural lighting.
- Grand Ballroom - Discover unparalleled versatility in our exquisite meeting space. Boasting an expansive 31,639 sq. ft. that can seamlessly transform into 8 individual sections.
- Palm Ballroom - The Palm Ballroom is great for intimate events.
- Sandpiper - Sandpiper will be located on the ground floor with option to be divisible into two rooms.
- The Conference Suite - Perfect venue to host conferences and so much more.

View additional details about the spaces and facilities [here](#).





Expansion Project

A new convention center district is on the horizon. Phase one of the highly anticipated \$1.3 billion Broward County Convention Center expansion project has been completed, bringing a fresh update to the center with an impressive 800,000 square feet of space extending the main exhibit halls and loading docks.

In 2025, the sunny venue is set to grow bigger. An additional 1.2 million square feet will be added to the venue including a new expansive waterfront plaza, open-air amphitheater, and a 29-story Omni Fort Lauderdale headquarters hotel connecting directly to the convention center.

Expansion Highlights

- 65,000 sq. ft. ballroom facing the Intracoastal Waterway
- Seamless connection to all the action with an on-campus 801-room upscale headquarter hotel, operated by the renowned Omni Hotels
- Upgraded facilities including forward-thinking technologies, versatile pre-function spaces and modern decor that compliments Greater Fort Lauderdale
- Outdoor plaza space accompanied by innovative dining concepts and an urban green space
- Gold LEED status buildings to ensure your event aligns with environmentally responsible practices without compromising on luxury or comfort



Omni Hotel

An Omni Headquarters Hotel is set to debut in 2025 with a grand total of 801 rooms dedicated to conferences and events.

Conveniently connected to Broward County Convention Center, Omni Fort Lauderdale Hotel is inspired by Florida's diverse landscapes. Featuring expansive meeting spaces, six dining venues, an urban outdoor pool deck and Mokara spa, there's no better hotel in Fort Lauderdale, Florida for business and relaxation. Guest rooms at our Fort Lauderdale hotel are spacious and inviting, with signature furnishings and state-of-the-art amenities.

Enjoy Floridian-Caribbean comfort food at the Mangrove Pool Bar & Grill or all-day dining at Hidden Key. Pop into Sand Bar Lobby Lounge for coffee or relax on IBIS Rooftop Lounge, all located onsite at our hotel near Fort Lauderdale beach. When it's time to unwind, take a dip in the pool, browse our retail outlets or venture to Mokara spa for an indulgent massage.

About ASM Global

As the world's leading venue management company and producer of live event experiences, ASM Global is the preeminent management and content partner with over 350 venues worldwide. Operating and investing in the world's most important stadiums, areas, convention centers, and theaters requires unmatched dedication and the most profound expertise.

Imagine the opportunity. At ASM Global, we strive to form a perfect balance between creative excellence and business excellence, and we work diligently to build a diverse environment that rewards collaboration and success. Our accomplishments are born from a spirit of teamwork and a thirst to be the best that enables us to deliver incredible experiences year after year. If you want to join a team where you will be challenged to up your game, ASM Global is a great place to work.

ASM Global has presented some of the biggest and most memorable live events in the world. Our achievements would not be possible without the boundless passion of our talented and diverse team members. If there's one common thread to the people who work here, it is their commitment to deliver amazing experiences.

ASM Global seeks industry professionals with experience in a variety of disciplines, a thirst to learn, and curiosity to ask the question, "how can we do better?" ASM Global is committed to attracting, retaining, developing, and promoting candidates who are committed to working in the world's largest and most dynamic venue management company.

About Visit Lauderdale

Explore Greater Fort Lauderdale's wide range of accommodations, unique venues, and diverse dining. Our 24-mile span of golden beaches awaits you. Hotels, restaurants, shopping destinations and attractions throughout Greater Fort Lauderdale's 31 neighborhoods are ready to welcome you with gracious hospitality. So come relax and unwind, while enjoying a change of scenery.

Visit Lauderdale is the official destination marketing organization for Greater Fort Lauderdale and serves as the tourism department for Broward County, Florida. Visit Lauderdale promotes the area's 31 municipalities to a global audience of leisure and business travelers as the ideal place for Everyone Under the Sun in recognition of the area's diverse and welcoming vibe, and books conventions into the Broward County Convention Center and area hotels and resorts.



POSITION SUMMARY

The Greater Fort Lauderdale/Broward County Convention Center seeks an accomplished and visionary General Manager to lead and oversee all aspects of the facility's operations, strategy, revenue, and guest experience. This role requires a seasoned leader with financial expertise and hospitality knowledge to position the center as a premier destination for events and exhibitions, while addressing the current and future needs of the facility. The General Manager will be the primary spokesperson for the convention center and will manage relationships with clients, partners, the community, and the newly opened 800-room Omni Hotel.

Reports to: Regional Vice President

ESSENTIAL DUTIES AND RESPONSIBILITIES

Leadership & Operational Oversight

- Administer and manage all areas of convention facility operations, ensuring alignment with organizational goals, industry best practices, and an elevated guest experience.
- Ensure clear, concise, and timely communication with Directors and Department Heads, fostering interdepartmental collaboration.
- Oversee the execution of service programs, enforcing policies, and ensuring the center provides a world-class experience in alignment with the new Omni Hotel's service standards.
- Act as the key management liaison, representing the convention center in client, community, and partner interactions.

Strategic & Financial Management

- Develop and manage the annual operating and capital budgets, working to control expenses while identifying creative revenue-generating opportunities.
- Prepare monthly, quarterly, and annual reports for ASM Global, improving financial diligence and regular reporting that has fallen behind. This is crucial as the center has been involved in two audits over recent years.
- Lead efforts to generate outside-the-box revenue streams while optimizing service quality and operational efficiency.
- Approve purchasing requisitions, payroll, and operating checks in line with budget requirements.
- Lead initiatives to reduce the financial gap of the overall budget, which will become more critical post-2026.

Client & Stakeholder Relations

- Build and maintain relationships with key stakeholders, including the Fort Lauderdale DMO, Omni Hotel, event organizers, and local community leaders.
- Collaborate with the Omni Hotel to ensure service levels meet or exceed expectations, given the Omni's premium positioning and high rates.
- Engage in sales efforts to support convention center bookings, particularly in light of the Omni's high rates, which will limit the range of potential events.
- Assess and prioritize events, focusing on high-impact organizations rather than "nice to have" events.

Event Planning & Execution

- Oversee the performance of the center's event portfolio, from conventions and trade shows to corporate meetings and private functions.
- Collaborate with sales and marketing teams to optimize strategies and venue bookings.
- Continuously evaluate and elevate service levels, creating a culture focused on unforgettable guest experiences that rival those of the Omni.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Industry Engagement & Representation

- Maintain active relationships within the convention and events industry, staying informed on trends and best practices.
- Represent the convention center within the community and the industry, enhancing its visibility and reputation.

Facility Management & Enhancements

- Oversee the completion of the ongoing \$65M renovation, including final construction phases, and a future facelift project scheduled for 2025-2028 to refresh portions of the building that remain untouched by the current renovation.
- Lead capital improvement projects to ensure the facility remains safe, operational, and competitive.
- Partner with department heads to develop effective staff training programs, ensuring operational excellence.
- Focus on F&B operations, implementing innovative food and beverage concepts, working with the new head chef, and increasing revenue through strategic initiatives.

Recent Renovation & Expansion Management

- Lead the continued success and utilization of the newly expanded 1.2 million-square-foot convention center, including a 350,000-square-foot exhibit hall, meeting rooms, waterfront ballroom, and outdoor event spaces.
- Ensure sustainability and environmental initiatives, such as LEED Gold certification, are maintained to position the center as a leader in eco-friendly practices.
- Leverage new facilities to attract high-profile events and deliver exceptional experiences.

QUALIFICATIONS

- Bachelor's Degree is preferred.
- A Minimum of seven years of experience in live event spaces, including roles as GM or AGM at large convention centers or mid-sized venues.
- Experience working with general contracting labor, managing construction projects, and leading labor negotiations.
- Strong financial acumen with a proven record of success in budget management, audits, expense control, and revenue generation.
- Excellent communication and interpersonal skills to foster relationships across departments, stakeholders, and the community.
- Demonstrated knowledge of event solicitation, presentation, public relations, and safety regulations.
- Proven ability to implement strategic initiatives and enhance guest service standards.

KEY CHARACTERISTICS

- Collaborative and inclusive leadership style.
- Embraces change and drives innovation.
- Exceptional customer service focus, with a concierge-like approach.
- Financially astute and strategically driven.
- Personable, accountable, and results-oriented.
- Strong focus on service, guest experience, and operational excellence.

TOP PRIORITIES

- Develop a deep understanding of the relationship between ASM Global and the Broward County Convention Center/Greater Fort Lauderdale.
- Build partnerships with the Fort Lauderdale DMO, understanding their sales cycle and accountability timelines.
- Support sales efforts in line with the Omni Hotel's premium pricing, prioritizing high-value events.
- Enhance service quality to match Omni's luxury service levels and elevate the convention center's guest experience.
- Strengthen DE&I efforts to ensure they are fully integrated into the center's operations.
- Manage egos and relationships within the local community, delivering first-class service to key stakeholders.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.

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