

Press Release



For Release: Immediate

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AASP-MN Announces New Executive Director

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is pleased to announce that Linden Wicklund has been selected as the association's executive director following the retirement of longtime leader, Judell Anderson, CAE, at the end of the year. Wicklund will transition into the role working alongside Anderson starting on November 29, 2021.

The association undertook a thorough and extensive search process led by a six-member Search Committee of current and former board members. After retaining a search firm, conducting initial interviews, assessments and final-round interviews, the committee identified Linden as a standout among the candidates.

"I am very excited for the Alliance to start its next chapter under the leadership of Linden. Her past leadership experience and enthusiasm for this new role will offer members a fresh and unique perspective as we continue to face the challenges of an ever-changing industry head on," said AASP-MN president Tom Archambault, BLVD Autoworks, St. Anthony.

Wicklund comes to AASP-MN after a dynamic and fulfilling decade working in various positions at an international trade association based in Roseville, MN. Wicklund has stated that her approach as a leader is hands-on, collaborative and ever focused on overarching goals. "I am delighted at the opportunity to lead the members of AASP-MN as they collectively learn, advocate and build the future of the industry together."

An open house is scheduled for December 16th to celebrate Judell's many important contributions to the association and the industry during her nearly 26 years of service. "We are forever grateful for her leadership of the Alliance and wish her all the best in retirement," said Archambault.

Please feel free to contact the AASP-MN office at 612-623-1110 or aasp@aaspmn.org with any questions.

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is an association of nearly 700 independently owned automotive service businesses and industry suppliers dedicated to improving the state's automotive service industry and the success of its members.

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