

The Roanoke Regional Airport Commission Announces Selection of Director of Marketing & Air Service Development



Bradley A. Boettcher

ROANOKE, VA – Following a nationwide search, the Roanoke Regional Airport Commission has selected Bradley A. Boettcher to be the new Director of Marketing & Air Service Development at the Roanoke-Blacksburg Regional Airport (ROA). Boettcher will begin his new role on September 1, 2015.

As Director of Marketing & Air Service Development, Boettcher will be responsible for the strategic development and planning, coordination, implementation, management and maintenance of broad-based, multi-faceted marketing and communications strategies and development programs for the Airport. Through strategic development and use of market research, social media, communications and other innovative tools, his goals are to expand passenger airline service, improve air service reliability and customer service, increase usage of the Airport, increase/sustain community awareness of the services offered by/at the Airport, as well as the value of the airport to the local economy, and to manage the public and governmental affairs of the Airport.

Boettcher brings over fifteen years of corporate finance experience to his position at ROA. Most recently, he served as a Vice President of Key Bank in Seattle, Washington. Prior to that, he spent many years in banking and finance and enjoyed a nine-year career with American Airlines. At American Airlines, he worked in various roles in marketing from the Aadvantage program to pricing and revenue management. One of the assignments that he appreciated while at American Airlines, was as a consultant to Midway Airlines where he helped with scheduling and strategic planning.

“I am honored to join Tim Bradshaw’s excellent team at Roanoke-Blacksburg Regional Airport as the Director of Marketing and Air Service Development,” said Boettcher. “I am very excited to be returning to the aviation industry and look forward to working with the Commission, Airport Team, Local Stakeholders and Air Service Providers to cement Roanoke-Blacksburg Regional Airport as the airport of choice for Southwestern Virginia.”

Boettcher holds a Bachelor of Arts degree in Economics from the University of Michigan, and an MBA from the University of Washington.

Boettcher enjoys spending time with his 8 year-old daughter, cooking, gardening and making wine. In his free time, you will find him traveling, cycling, playing golf, ice hockey and hiking.

This search was conducted by ADK Executive Search, a retained executive search firm specializing exclusively in searches for the aviation community.

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