

The City of Santa Barbara Selects New Airport Business Development Manager



Deanna Zachrisson

SANTA BARBARA, CA – Following a nationwide search, the City of Santa Barbara has selected Deanna Zachrisson to be the new Airport Business Development Manager at the Santa Barbara Municipal Airport (SBA). Zachrisson will begin her new position on May 9, 2016.

In her new role, Zachrisson will manage business marketing, air service development, property management, parking operations, capital programs, internal accounting and administrative services. She will also assist the Director with departmental budgeting, community relations and administrative assignments, and manage business development strategy, including land development and air service operations, as well as negotiating strategies for new and critical revenue generating areas.

Zachrisson has most recently been with the Seattle-Tacoma International Airport, where she served in various roles for over fifteen years. Her experience with Sea-Tac included acting as a Business Leader for the Airport Dining and Retail Group and prior to that, as the Senior Manager, Marketing & Advertising.

“We’re excited to welcome Deanna to Santa Barbara,” said Hazel Johns, Airport Director. “I’m looking forward to Deanna’s wealth of knowledge and experience to blend with the existing team. This is going to be another great year for SBA and Deanna will play a major role in our achievements.”

"I am so fortunate to be welcomed by an airport the caliber of Santa Barbara," states Zachrisson. "The City and the Airport staff truly understand what it means to bring value to the surrounding community. And in pursuing the many opportunities for new business development, I look forward to adding value as well!"

Zachrisson holds a Bachelor of Science degree in Public Relations and a Master of Science degree in Media and Communication Science, both from the University of Göteborg in Göteborg, Sweden.

Zachrisson’s husband and 12-year old daughter will join her in Santa Barbara. Her interests include volunteering, travel, tennis and reading in both Swedish and English.

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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