

The City of San José Announces New Deputy Director of Innovation and Business Development



Rebecca Baer

SAN JOSE, CA – Following a nationwide search, the City of San José selected Rebecca Baer to be the new Deputy Director of Innovation and Business Development at the Norman Y Mineta San José International Airport (SJC). Baer began her new position on December 5, 2016.

In her new role, Baer is responsible for assisting the Director with identifying, evaluating, developing, and directing new and innovative revenue sources to diversify and enhance airport financial performance.

While being engaged in SJC's business community and using an entrepreneurial approach, collaborative leadership style and effective analytical skills, Baer will work with SJC's executive team to drive business growth by working with key industries and local stakeholders to identify new and innovative revenue opportunities. She will also implement key business development initiatives that are in alignment with the SJC Master Plan and Strategic Plan.

Most recently, Baer was the director of MBA and Graduate Certificate Programs at Ball State University where she saw increased enrollment of over 38% during her tenure. She has also held positions in business development and sales across multiple industries.

Baer holds a bachelor's degree in accounting and an MBA from Ball State University.

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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