

# Orlando Sanford International Airport Sanford, Florida (SFB)

**Airports Worldwide and TBI US Operations, Inc.  
Invites Applications for Director of Marketing**



Executive Search Services Provided by ADK Consulting & Executive Search



## THE AIRPORT

Situated on approximately 2,000 acres, Orlando Sanford International Airport (SFB) boasts the finest leisure passenger facilities in the United States. The airport is conveniently located within the boundaries of the City of Sanford, in the northwestern section of beautiful Seminole County, Florida, 18 miles northeast of Orlando, Florida. SFB provides its customers with convenient, state-of-the-art facilities and excellent highway access to Florida's renowned beaches and all Orlando area attractions.

Orlando Sanford International Airport benefits from a unique blend of local government and private investing resulting in a very customer focused airport. SFB is operated through a public/private partnership between the Sanford Airport Authority (SAA) and TBI US Operations, Inc. (TBI). SAA is responsible for the operation, maintenance and development of the Orlando Sanford International Airport and the airport's facilities. Corporate affiliates of TBI have been contracted by SAA to manage the international and domestic terminal facilities and parking facilities, develop additional international and domestic air service, and provide ground handling and cargo services. This public/private partnership has created an environment with valuable service benefits for SFB customers and passengers.

Significant operators at SFB include Allegiant, Arkefly, Icelandair, and Thomson. Enplanements for the year ending

2013 were 1,006,218. Operations for the year ending June, 2014 were 13,448 (commercial) and 202,459 (GA/Other).

**TBI US Operations, Inc. (TBI)** is the parent company of two main trading units of business within the "TBI" family, OSGroup (which includes all the legal trading entities operational at the Orlando Sanford International Airport), and TBI Airport Management, Inc. (TBI AM). OSGroup has both a long term lease and long term management contract (each 30 years) with SAA to develop the international and domestic terminal facilities at SFB. TBI AM has total or partial management contracts from governments or local authorities at five additional airports in the U.S. (Hartsfield-Jackson Atlanta International Airport, Bob Hope Airport, Middle Georgia Regional Airport, Macon Downtown Airport and Raleigh-Durham International Airport).

**Airports Worldwide (AWW)** is the ultimate global parent company responsible for the ownership, operation and management of TBI's airport activities. AWW is currently present in 10 airports throughout 5 countries with numerous subsidiaries.



## THE COMMUNITY OF SEMINOLE COUNTY

Surrounded by the beauty of natural Florida and only a thirty-minute drive from Orlando's theme parks and great beaches, Seminole County is the ideal place to live, work and play. Centrally located on I-4, it's a paradise where you can take a nature walk on the wild side, step back into history or shop 'til you drop while enjoying clear blue skies, crystal clear springs and exciting attractions.

### For the nature lover...

A journey through Florida's Natural Choice takes you right into awe-inspiring scenery made up of fascinating flora and fauna and tranquil waters. Try the St. John's River Ship Company's scenic cruises on Lake Monroe and up the St. John's River. Complete with food, drinks, live entertainment, and opportunities to see wildlife, these air-conditioned cruises promise an unforgettable experience while cruising on a unique river. After the cruise, visit Lukas Nursery where you can stroll through the flora and participate in a butterfly encounter. The gardens provide an irresistible atmosphere of classical music, bubbling water and hundreds of flying butterflies and flowering plants that are sure to delight every visitor.

### For the family...

For those looking to embark on an exhilarating experience, look no further than either Central Florida Airboats or Bill's Airboat Adventures. Fly like the wind at speeds of up to 45 miles per hour down the St. John's River or through the area's lakes and swamps and experience the thrill of seeing alligators and other species in their native environments. For close access to hundreds of mammals, reptiles and birds, check out Central Florida Zoo, which also hosts ZOOM Air Adventures, a unique aerial adventure course where you can explore perfect natural habitats from an animal's perspective—in the air. Traveling from tree to tree by zip lines, rope bridges and suspended disks is thrilling for all ages.



## THE COMMUNITY (*continued*)

Sanford is only a hop away from the central Florida theme parks and attractions, but far enough away so that residents do not deal with the crowds. Trips to DisneyWorld, SeaWorld, Universal Studios or LegoLand are easily done in a day, and many Florida residents have annual passes since it is an easy jaunt to take the family just for a fun afternoon.

### For the adventurer...

For those looking to embark on an adventure flowing with excitement, look no further than the 2,000 freshwater lakes and rivers, which allow for swimming, canoeing, kayaking, fishing, boating, hiking and other outdoor activities on wilderness trails and serene waterways. The Wekiva River - which is fed by crystal clear underground springs- is one of the area's most popular attractions and is federally protected for its scenery, recreation, geology and wildlife. Enjoy Wekiwa Springs State Park's 6,397-acre compound that has not changed since the Timucuan Indians speared fish in the spring-fed creeks and stalked deer in the uplands. Seminole County is also home to Lake Jesup, which is famed for having the highest alligator lake population in all of North America.

### Seminole Schools...

Seminole County Schools are renowned for excellence. MONEY magazine identified Seminole County schools as one of the top 100 school districts in the nation in terms of offering high quality education in a moderately priced community. The school district has been recognized every year since 1992 for being in the top 10% of the nation's 15,600 school districts as meeting the needs of families choosing schools. Seminole County had 94% of their schools rated A or B schools with 80% earning an A.

For Seminole County information visit:  
[Seminole County Florida](#) and [Visit Seminole](#).



## THE POSITION

The Director of Marketing formulates and implements marketing, air service development and community awareness strategies to increase the number of airlines, tour operators, destinations and the overall usage of SFB.

Reporting directly to the President of TBI, the Director of Marketing will:

- Formulate and execute strategies to attract and retain airline services and passengers and to attract new services to diversify the customer base and mitigate concentration risk.
- Research opportunities regarding new airline customers or route opportunities.
- Analyze data to support strategic initiatives.
- Compose and carry out air service development presentations.
- Manage airline programs to generate higher aeronautical and non-aeronautical yields.
- Negotiate agreements with airline customers encompassing the terms and conditions of their activity at the airport, including rates and charges.
- Carry out the role of primary contact with airline customers regarding relationships and service delivery.
- Develop airline incentive programs to stimulate passenger growth.

- Serve as liaison with public authorities to guide a common philosophy for the airport and provide support for community involvement in airport initiatives.
- Act as brand champion – own all aspects of promoting and protecting the SFB brand; coordinate and manage the airport's brand awareness to the local community and airline industry.
- Develop strategic partnerships with key tourism partners for the airport.
- Research, coordinate and manage various staff projects and studies as required, providing marketing and promotional recommendations on possible courses of action or solutions.
- Supervise the preparation and creation for various media (print, radio, TV, web, etc.).
- Manage the planning and implementation of press releases, news conferences and other special events.
- Manage and coordinate customer relationships pertaining to the SFB fueling joint-venture.
- Supervise the sales and operational activities of the airport's premium lounge, the Royal Palm Lounge.
- Assist with air service development/marketing needs for TBI AM on an ad hoc basis.



## JOB REQUIREMENTS

The ideal candidate will demonstrate the ability to think creatively and outside the box while remaining resilient and persistent in identifying and pursuing new opportunities for marketing and air service development. The Orlando market sells itself, so the successful candidate will be able to capitalize on the myriad of opportunities that are already present in this area. To be considered, candidates must have a Bachelor's degree in airport management, business administration, marketing or a related field. A Master's degree is a plus. Additionally, candidates must have a minimum of five years of experience in an airline or airport related field. International air service development experience is desirable.

## SALARY & COMPENSATION

The starting salary range for this position is \$100,000 to \$125,000 with an excellent benefit package including relocation assistance and eligibility for the short term incentive program (STIP).

## HOW TO APPLY

- Please submit, in PDF format, a cover letter, resume, and a minimum of five professional airport references. The references should be diversified and include at least one individual whom you have worked directly for and one individual who has reported directly to you. Include their contact information (email and telephone number) and specify your working relationship with them. Send to ADK Executive Search at: [TBI@adkexecutivesearch.com](mailto:TBI@adkexecutivesearch.com)
- Your submission should include a separate supplement, in PDF format, with responses to the following:
  - In your airline/airport air service development or marketing experience, what has been your greatest success? What were the reasons this project was successful?
  - Why do you feel that this position at the Orlando Sanford International Airport is right for you at this time in your career?
- Please complete the ADK employment application form at: [ADK Application Form](#) (this is a secure link).



Filing Deadline: **Closed to new applications**

Only complete electronic submissions will be considered.

Email questions to [TBI@adkexecutivesearch.com](mailto:TBI@adkexecutivesearch.com)