

TBI US Operations, Inc. Announces New Appointment for Director of Marketing



Rhonda Jorn

SANFORD, FL – TBI US Operations, Inc., has named Rhonda Jorn as their new Director of Marketing at the Orlando Sanford International Airport (SFB). Jorn began her new position on March 2, 2015.

In this position, Jorn will formulate and implement marketing, air service development and community awareness strategies to increase the number of airlines, tour operators, destinations and the overall usage of SFB.

Jorn's 25-year career includes successful air service development, budgetary and personnel management, innovative marketing and communications campaigns, strategic public relations, stakeholder relations, and special events planning and implementation.

Most recently, Jorn was the Director of Marketing, PR Manager & Air Service Development at the Fresno Yosemite International Airport for 7 years. Prior to her service at the airport, she served as the Public Information Manager for the City of Fresno.

"It's an exciting time for TBI US Operations," said Jorn. "I look forward to promoting the business opportunities at Orlando Sanford International as well as assisting with business development for Airports Worldwide."

Jorn holds a Bachelor of Arts Degree in Mass Communications and an MBA from California State University, Fresno.

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

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