

# Tampa International Airport

## Tampa, Florida (TPA)

**The Hillsborough County Aviation Authority  
Invites Applications for  
Director of Air Service Development**



**Tampa  
International  
Airport**

*Executive Search Services Provided by ADK Consulting & Executive Search*



## THE AIRPORT

Tampa International Airport is a public airport six miles west of Downtown Tampa, in Hillsborough County, Florida. This airport is publicly owned by Hillsborough County Aviation Authority. It has been praised for its architecture and Landside/Airside design of a central terminal connected by people movers to satellite gates, a pioneering concept when designed in the late 1960s.

The Hillsborough County Aviation Authority is an independent special district of the State of Florida, established by the 1945 Florida Legislature with exclusive jurisdiction, control, supervision and management over all publicly owned airports in Hillsborough County.

The Aviation Authority is governed by a five-member Board of Directors. Three members are residents of Hillsborough County appointed by the Governor of the State of Florida for four-year terms. The Mayor of the City of Tampa and a board member of the County Commissioners of Hillsborough County serve ex officio on the board. The gubernatorial appointments occur at two-year intervals, and at these times the Board reorganizes itself, electing officers for the ensuing two years.

"The vision of the Authority is to be a vibrant aviation gateway for Tampa Bay, providing access and economic opportunity for our stakeholders."

Southwest Airlines carries the largest share of TPA passengers, operating a peak-season schedule of over 90 daily flights. The airport presently serves 80 non-stop destinations, including international service to the Bahamas, Canada, Germany, Mexico, Panama, Switzerland, the United Kingdom, and to destinations throughout the Caribbean. Tampa is also one of only two airports in the United States to host regularly scheduled charters to three Cuban cities: Havana, Holguín and Santa Clara. The airport had 8,268,207 enplanements in 2013, making it the 31st busiest airport by passenger movements in North America and 204,050 airport operations for the period ending 4/30/13.

Tampa International Airport relies on two fixed-base operators on the airport campus and three small airports elsewhere in Hillsborough County to serve the general aviation activities of the community. The three off-campus airports also form a reliever airport network to allow for safe, efficient and timely commercial operations at Tampa International.



## THE AIRPORT *(continued)*

In late 2011, Tampa International Airport officials began the process of updating the Master Plan for the airport’s 3,300-acre campus. The final plan, approved in 2013, outlines three phases of expansion to accommodate 35 million passengers each year, more than double the current number of annual passengers. It allows a “build as demand dictates” approach to growth, with phases based on passenger volume. The first phase takes care of immediate needs to decongest the curbsides, roads and main terminal. It includes a 2.3 million-square-foot consolidated rental center near the entrance to the airport, a 1.4-mile automated people mover and an expansion of the main terminal. The \$943 million project is expected to create or save nearly 9,000 construction-related jobs.

### Master Plan Fast Facts:

- 2.3-million square foot rental car center
- 1.4-mile Automated People Mover
- 50,000-square-foot expansion of the main terminal
- Adds 2,414 spaces to existing Long Term Parking Garage
- Removes 2.7 million cars from airport roads each year
- Cost: \$943 million
- Anticipate spending more than \$120 million with women-owned, minority-owned and disadvantaged businesses
- Will create or save 9,000 construction-related jobs





## THE COMMUNITY

The City of Tampa is the largest city in Hillsborough County, is the county seat and is the third most populous city in Florida. It is located on the west coast of Florida, approximately 200 miles northwest of Miami, 180 miles southwest of Jacksonville, and 20 miles northeast of St. Petersburg. The population of the city represents approximately one-third of the total population of Hillsborough County. The Tampa Bay Area's economy is founded on a diverse base that includes tourism, agriculture, construction, finance, health care, government, technology, and the port of Tampa. Contributing to the success of the community is the way businesses, City government, and citizens work together to make the Tampa Bay Area a better place to live.

As the nation's 54th largest city, Tampa offers a unique and exciting experience for everyone. A visit to their ever-growing downtown area, or the exciting Channelside and Ybor entertainment districts, will provide you with plenty to see and do. Whether you choose to relax at an outdoor cafe, stroll along the Riverwalk or unwind at Curtis Hixon Waterfront Park it will be evident how much they have put into ensuring a safe and enjoyable environment.

The Tampa Bay Area has an exciting nightlife, a diverse selection of great restaurants and some of the state's best attractions, including the Florida Aquarium, Busch Gardens Tampa Bay, the Straz Center for the Performing

Arts, and Lowry Park Zoo. Of particular note is new Tampa Bay History Center and the recently opened Tampa Museum of Art; both are state of the art facilities honoring the community's history, heritage, and commitment to the arts.

When it comes to the Tampa Bay Area, picturesque scenery and an average of 361 days of sunshine each year create an ideal setting for those ready to explore and discover new treasures. Here you'll find some of the world's top-rated beaches, creating a year-round haven for outdoor enthusiasts. After experiencing an afternoon of kayaking the calm waters of Tampa Bay or discovering the unique wildlife along the Hillsborough River, relax with a picnic on just one of the many pristine, white-sand beaches the area has to offer. If you're lucky, you may even spot a manatee or dolphin from the shore line.

Nearby beaches include Fort De Soto Park, recently named America's "Best Family Beach" by USA Today. The state park and beach was also named one of the Top 25 U.S. Beaches by TripAdvisor. Clearwater Beach was named "Best Beach Town" in January 2013 by the most widely read newspaper in America, USA Today. Clearwater Beach was also chosen as one of Peter Greenberg's "Best Beaches in the U.S." Caladesi Island State Park was named America's #1 Beach in 2008 by Dr. Beach. This pristine barrier island along the West Coast of Florida is only accessible by boat or the ferry from Honeymoon Island.

Less than 30 minutes away is St. Petersburg, a city which glimmers between the Gulf of Mexico and Tampa Bay, known for its warm weather and delightful breezes. Clearly a cultural center and family favorite, St. Petersburg offers an array of interactive, art, science and natural attractions to spark your group's curiosity, while its beaches – some of America's best – offer major fun in the sun. Don't miss the newly gentrified downtown strip of park-side cafes and other establishments. And, oh, by the way, Central Florida's theme parks are just a short drive away.



## THE COMMUNITY *(continued)*

Also just a hop away is Clearwater. As a top year-round destination, Clearwater offers a seemingly endless supply of entertainment, natural beauty, and outdoor activities both on land and at sea. No one can afford to miss this ultimate destination, ideally situated on Florida's stunning West Coast and offering something for every visitor and every budget.

Enjoy casual and fine dining, vibrant activities and the rich history and heritage of the area in a mild, temperate climate. We invite you to soak up the fun and sun of Clearwater's outstanding coastline. Caressed by tranquil Gulf breezes, its beaches offer miles of sugar-white sand, crystal clear waters and are consistently ranked among America's most beautiful!

**Arts & Culture** - The Tampa Bay area was recently named one of the top five most culturally diverse and integrated urban areas in the country by the U.S. Census Bureau. Therefore, it's no surprise that the area is rich in art and museums as well. Recently Tampa Bay was awarded the honor of being one of the "Top Arts Destinations" by American Style Magazine. Discover an eclectic collage of museums featuring the surreal masterworks of Salvador

Dali to traveling Smithsonian exhibitions. Major live music and performing arts venues make the Tampa Bay Area a leading cultural hub. Explore a stellar Broadway series, critically-acclaimed opera and orchestras, world-class performance halls and concert venues that provide enriching performances to showcase the world's most talented artists, actors and musicians.

In March, Tampa Bay becomes the arts destination of the country, in celebration of Gasparilla Arts Month. It all begins the first weekend of the month in Curtis Hixon Waterfront Park, with a fine arts festival that attracts 250,000 annual visitors. Gasparilla extends throughout the month with an epic music festival drawing national acts and an internationally recognized film festival.

**Dining & Shopping** - Some of Tampa's best kept secrets are held by the locals. All the dining and shopping options can be downright overwhelming for travelers. With signature scents like Spiced Rum and Coconut and Tobacco and Vanilla Bourbon, Seventh Avenue Apothecary blends signature scents that are reminiscent to the historical, cultural and culinary legacy of Ybor City. Family-owned and operated, these artisans' handmade, hand-poured, soy wax candles are a top pick from locals and travelers combined. Or expand your book collection by visiting the Old Tampa Book Company and choose from over 40,000 rare, used and out-of-print books. If vintage is more your style, check out Sherry's YesterDaze Vintage Clothing & Antiques located in Seminole Heights. Unlock your palate at amazing local eateries like Anise Global Gastrobar, Carmine's, Donatello, Edison Food + Drink Lab and Hyde Park Village's Irish eatery, Irish 31.

**Sports** - The Tampa Bay Area is home to many sports teams and has a substantial history of sporting activity. Most of the region's professional sports franchises use the name "Tampa Bay", which is the name of a body of water, not of any city. This is to emphasize that they represent the wider metropolitan area and not a particular municipality.

Three teams compete at the major league level. The Tampa Bay Buccaneers play in the National Football League (NFL), the Tampa Bay Lightning play in the National Hockey League (NHL), and the Tampa Bay Rays play in Major League Baseball (MLB). Additionally, six MLB teams hold their spring training camps in the area.



## JOB DESCRIPTION

Under the general direction of the Vice President of Marketing, the Director of Air Service Development directs the strategic and tactical efforts to attract airlines to increase flights in domestic and international markets. This key leadership position develops effective relationships with internal and external stakeholders to meet the Authority's goals and objectives, executes short and long-range marketing initiatives to build the core business of passenger and cargo service, and provides situational awareness of the airport's regional market. This position has a strong focus/direction to expand international service.

### The Director of Air Service Development:

1. Attracts airlines to increase domestic and international flights.
2. Cultivates and maintains engaged relationships with airline and industry partners.
3. Implements the Air Service Incentive Program (ASIP).
4. Analyzes and combines many sources of data.
5. Collaborates closely with key internal departments to accommodate all contractual, facility, telecommunications, and other needs with new entrant airlines.
6. Prepares passenger and cargo sales call plans and reports on status and results.
7. Develops and manages Customer Relationship Management systems.
8. Reports both TPA and global traffic trends on a regular basis.
9. Develops and maintains relevant comparisons for TPA and other markets.
10. Develops and maintains survey databases on TPA airport customers, customer needs, and customer satisfaction.
11. Provides input to establish the Authority's goals and objectives as related to Air Service Development.
12. Leads logistical and analytical elements of major industry trade events.
13. Directs and oversees contract consulting firms and authorizes expenditures.
14. Coordinates Board approval process for Air Service Development policy changes and contracts for services.
15. Develops periodic short and long term forecasts for the Authority's budget.
16. Prepares business plans to support budget requests and administers approved departmental budget.
17. Interviews, selects, supervises, develops, counsels and if necessary, terminates subordinates in accordance with established policies.



### The successful candidate will have knowledge of:

- Domestic & international airline passenger & air cargo operations and network decision-making processes.
- Research methods, practices, and relevant sources for tracking and analysis.
- Principles and practices of passenger and air cargo carrier route planning.
- Aviation regulatory affairs and airport airline use agreements.
- Effective marketing strategies
- Graphic design



## JOB REQUIREMENTS

This position requires a combination of education and experience reflecting possession of the required knowledge, skills and abilities. A typical combination would include graduation from an accredited college or university with a Bachelor's Degree in business, marketing, market research, or other related field; plus eight years of demonstrated experience in work directly associated with airline route economics, including route planning experience at an airline, as an airline or airport consultant, or similar experience in the Aviation industry. International experience is preferred. The selected candidate will be comfortable with domestic and international travel.

## SALARY & BENEFITS

The starting salary for this position is commensurate with experience and there is an extraordinary benefit package.

## HOW TO APPLY

A. Please submit, in PDF format, a cover letter, resume, and a minimum of five professional references. The references should be diversified and include at least one individual for whom you have worked directly, and one

individual who has reported directly to you. Include their contact information (email and telephone number) and specify your working relationship with each of your references. Send to ADK Executive Search at: [TPA@adkexecutivesearch.com](mailto:TPA@adkexecutivesearch.com)

B. Your submission should include a separate supplement, in PDF format, with responses to the following:

1. Describe your experience in work directly associated with airline route economics, including route planning experience at an airline, as an airline or airport consultant, or similar experience in the Aviation industry.
2. In your airline/airport air service development or marketing experience, what has been your greatest success?
3. Why do you feel that this position with the Tampa International Airport is right for you at this time in your career?

C. Please complete the ADK employment application form at: [ADK Application Form](#) (this is a secure link).



**Filing Deadline: Open until filled**

Only complete electronic submissions will be considered.

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