

## The Hillsborough County Aviation Authority Announces New Director of Marketing



Jonathan Vaden

TAMPA, FL – The Hillsborough County Aviation Authority has appointed Jonathan Vaden as the new Director of Marketing. In this position, Mr. Vaden will be responsible for the overall strategic planning and implementation of all aspects of marketing and customer experience at the Tampa International Airport (TPA) and General Aviation Airports. The globally recognized award-winning team functions as an in-house professional marketing and advertising agency. He began his new position April 15, 2019.

Mr. Vaden most recently served as the Marketing Manager for Mineta San José International Airport (SJC) where he directed all public-facing and airline marketing efforts. During that time, he introduced aggressive and highly successful content marketing initiatives while undertaking an overhaul of SJC's brand identity.

Mr. Vaden has also been a partner and producer for The Distillery, a boutique video production company in California. Prior to that, he served as the Director of Business Development for Compass Rose Media and Executive Director for the Kentucky Office of Creative Services.

"I'm absolutely delighted to be joining the award-winning TPA marketing team," said Mr. Vaden. "Tampa International is known far and wide as one of America's great airports and I'm excited to work with the passionate and dedicated staff to tell TPA's great story to the world."

Mr. Vaden received a bachelor's degree in Radio, Television & Motion Pictures and American Studies from the University of North Carolina.

[Tampa International Airport](#)