

## **ANNOUNCEMENT**

September 8, 2021

### **The Hillsborough County Aviation Authority Announces Director, Research & Air Service Development**

TAMPA, FL – The Hillsborough County Aviation Authority has named Alex Heiter as Director, Research & Air Service Development. In this role, Mr. Heiter will direct the execution of strategic and tactical plans to support and increase flights to existing domestic and international markets and attract prospective new airlines and destinations. He began his new position in August 2021.

A 25-year veteran of the aviation industry, Mr. Heiter worked at Boeing Commercial Airplanes for 15 years. Most recently he was the Managing Director of Marketing for Europe, overseeing the market strategies and analysis in support of sales and product strategy for airlines in the region.



**Alex Heiter**

Prior to joining Boeing, Mr. Heiter worked at Continental Airlines, serving as Senior Manager of Network Planning. Other positions held at Continental included Strategic Planning, International Route Planning, Pricing and Revenue Management. Mr. Heiter has also worked for Sabre Airline Solutions as a principal in their airline consulting practice.

“I’m excited to join one of America’s leading airports,” said Mr. Heiter. “I always wanted to be part of the all-star team who continually earns awards and accolades for outstanding service and exceptional guest experience.”

Mr. Heiter earned his bachelor’s degree in Aviation Management from Purdue University and a Master of Business Administration from the University of Texas at Austin.

###

### **[Tampa International Airport](#)**

#### *About ADK Consulting & Executive Search*

**ADK Consulting & Executive Search** is a retained consulting and search firm based in Jacksonville, Florida. Founded in 2003, the company performs Executive Searches, Management Consulting, Organizational Development, and Staffing. ADK has worked with over 150 U.S. airports that have utilized the company’s consulting services including organizational development, strategic planning, succession planning, board consultation and more. After starting in aviation/aerospace, ADK has expanded into other industries such as engineering, trade associations, ports, and transit.

ADK has filled more airport senior executive positions than any other search firm and has placed hundreds of C-Suite airport positions including over 115 airport CEOs and airport directors. Additionally, the company has placed CEOs for national and state associations in aviation and transportation industries. ADK is also affiliated with the international executive search firm, The Kilpatrick Group, in Lugano, Switzerland.

[www.adkexecutivesearch.com](http://www.adkexecutivesearch.com)