



Areas invites applications for
**Vice President of Business Development &
Strategic Partnerships**

U.S. Corporate Headquarters in Miami, FL
Remote Work Opportunity If Desired

EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH

Who We Are

Areas is a \$2 billion (pre-Covid) global company headquartered in Barcelona, Spain and has cultivated deep roots in the hospitality world for the past 50 years. Its operations are spread across 10 countries in Europe and the Americas in airports, train stations and travel plazas, as well as choice leisure locations.

Areas USA is a fast-growing business unit of its parent, operating restaurants and retail stores in nine airports and nine travel plazas throughout the US. We offer airport travelers a mix of high-end dining options as well as casual and quick serve restaurants. In our turnpike plazas, we offer proprietary and renowned brands such as Wendy's, Burger King and Dunkin Donuts.

We also have a growing retail component offering products in such categories as electronics, fashion, convenience, and souvenirs in both our airport and travel plaza locations.

Our origins have inspired the distinctive programs we have created for our airport clients in the US. They are designed to complement each city's local scene which benefits the airport, its traveling guests, the local community, and the city's piece of the planet.

It's what we do best: immerse ourselves in a locale, absorb the culture, connect with the community, then provide a culinary theater replete with alluring brands, exquisite design, cultural character, and comforting oasis.

We don't stop there. The Areas team is comprised of culinary and operational perfectionists whose expertise combines for a synergistic result beyond expectation. The knowledge and capabilities they bring are aligned with our never-ending quest to fine-tune our operations and deliver the results our clients and guests deserve.

Our celebrated brands, outstanding operations and superior service have led to award-winning concepts and programs for the U.S. and internationally.

Awards



2016 - Airport Chef-led and/or Fine Dining offer of the Year:
I Love Paris by Guy Martin
(Charles de Gaulle Airport).

2016 - Airport Food Court of the Year:
My Chef Market (Milan - Malpensa Airport).

2017 - Best Airport Wine Bar of the Year:
Ferrari Spazio Bollicine (Rome/ Malpensa/ Linate Airports).

2017 - Customer Service Initiative of the Year:
Customer Satisfaction Program Areas WW.

2018 - Airport Premium Dining Restaurant of the Year:
Kirei by Kabuki (Madrid-Barajas Airport).

2018 - Airport Casual Dining Restaurant of the Year:
CPK (California Pizza Kitchen).

2018 - Airport Street Food offering of the Year: **StrEAT.**

2018 - Motorway service F&B offer of the year: **ATable!**

2018 - Individual F&B beverage offer of the year in a railway station: **COMO.**

2019 - FAB Award Winner:
LAX Urth Caffe & Bar



USA Today's 10Best Reader's Choice
2019 - Best Airport Bar
- LAX The Parlor
2019 - Best Airport Restaurant

Atmosphere - MSP Blue Door Pub

2018 - Best Airport Bar

- LAX Reilly's Irish Pub

2018 - Best Airport Sitdown Restaurant
- DTW Mezza

CPK Palm Award

2016-2019 - Franchise Partner of the Year



ACI-NA Awards
2017 - ORD T5 won 2nd place for Best F&B Program in large airport
2019 - LAX T1 won 1st place for Best Airport Concession Transformation

MIA Mystery Shop Awards

2018 - Bongo's Best Bar

2019 - Bongo's Best Bar

Areas first place for F&B concessions

Areas ranked one of the top 5 concessionaires



Airport Experience News Awards
2020 - Best New Restaurant
- Bud & Marilyn's at PHL
2020 - Best Local Inspired Restaurant - Bud & Marilyn's at PHL

2020 - Best Dining - Hi-Lo Diner at MSP

2020 - Best Bar - The Parlor at LAX

2020 - Best Retail - Books & Books at MIA



Company Culture

Areas USA inspires associates to perform at their highest level and has instilled a culture that is supportive, encouraging, enthusiastic, focused, and considerate leaving no room for inflated egos.

We are authentic in how we function and honest in the way we conduct our business. If we say we will resolve an issue, we tackle it. If we make promises, we fulfill them. When we promote our strengths, we live them genuinely. When we support causes, our hearts are in them.

At Areas our successes embody intellect, aptitude, integrity, and sincerity. It is ingrained in how we operate.

U.S. Corporate Headquarters for Areas is in Miami. The Vice President in this role can elect to reside in Miami or work remotely.

Why So Many New Residents Flock to Miami - U.S. Corporate Headquarters

Known as the third most popular city in the eastern United States and the seventh-largest city in the country, the Miami lifestyle is what attracts thousands of new residents. In fact, Florida ranked No. 2 in the country for most residents gained between July 2020 and July 2021, according to recent U.S. Census Bureau data.

The first thing that comes to mind when many think of South Florida is the fact that it is a spectacular vacation destination. With great beaches, history, weather, culture, and entertainment, people can visit and enjoy the city year-round.

Luckily, there is much more than fun, nightlife, parks, and beaches in Miami and many reasons why people choose it as their permanent residency.



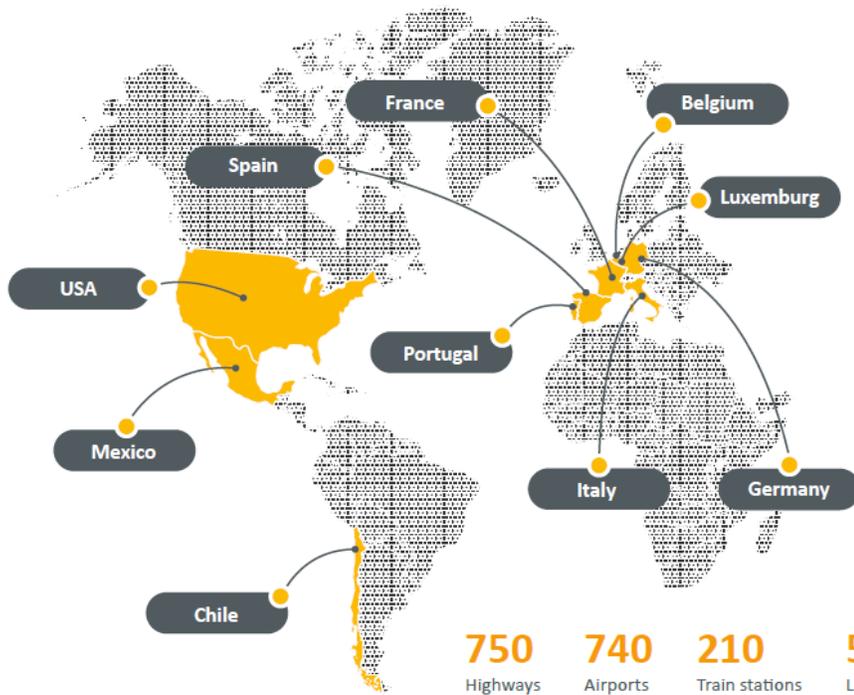
The Position

The Vice President for Business Development and Strategic Partnerships is a key member of Areas executive team and will be instrumental in designing and developing relationships, programs, and practices that conscientiously advance Areas' corporate social responsibility and contributions to internal and external stakeholders. The VP will act as a cross-functional team player and work closely with all divisions to help identify markets and trends and drive alignment among partners and key priorities for the company. He/she meets with business prospects to engage airport leaders, understand business requirements, communicate the company's portfolio of services, and develop a strategic pipeline for future growth. The VP participates in the process of developing new business, from the initial meeting to contract award and negotiation, and complete implementation. He/she identifies and develops successful alliances and partnerships to build strategic programs that drive awareness, demand, and sales.

The VP will be an advocate for diversity, equity, and inclusion within the Areas team and partners. The VP will strengthen humanitarian and goodwill impacts and design activities and events that give back to the communities that Areas serves. He/she maintains contact with clients, including airport employees and leadership, brand representatives, and ACDBE partners, and is a strong advocate and representative of the company and its products. The selected candidate can anticipate travel between 25% - 50% of total working hours.

For a complete job description, [click here](#)





350M
Customers every year

17,000
Employees

1,900
Restaurants & Convenience stores

10
Countries, throughout Europe and America
France / Spain / USA / Italy / Germany / Portugal / Mexico / Chile / Luxemburg / Belgium

More than **50** years



750 Highways
740 Airports
210 Train stations
50 Leisure & City Center



Salary and Compensation

Total compensation for this position is market competitive and includes participation in an incentive bonus program based on performance. A generous benefits package is provided with 100% company paid medical and dental and more..

How to Apply

To apply online, [click here](#).

We will be reviewing applicants as they are received. If the opportunity is of interest, please apply as soon as able.

Contacts for this search are:

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Please note: After your application is complete, you will receive an important email from us. Please check your inbox and your junk/spam folder, and if you have not received our email, please notify us at: admin@adkexecutivesearch.com.

Areas is an equal opportunity employer.

