

## **ANNOUNCEMENT**

June 20, 2024

### **Lamar Airport Advertising Expands Business Development Team, Names Rick Schiffmann Director of Airport Development**

BATON ROUGE, LA – Lamar Airport Advertising has named Rick Schiffmann Director of Airport Development as it expands its Business Development team. In this position, Mr. Schiffmann will be responsible for maintaining and growing Lamar’s airport advertising program, including cultivating new and existing relationships with airports, orchestrating the procurement process, and ensuring the seamless renewal of existing contracts.

“Rick’s unique combination of both airport and out-of-home advertising experience makes him a strong addition to our Lamar Airport Advertising team,” said Shauna Forsythe, Lamar’s senior director of business development. Previously, Mr. Schiffmann was involved in launching wireless technology in airports. He served as Vice President of Business Development and Sales for USA Today’s Travel Media Group, partnering with hospitality partners, airlines, airports, and airport concessionaires. He was also Vice President Real Estate Sales for Captivate Network’s digital screen footprint across 21,000 displays in North America.



**Rick Schiffman**

“We are pleased that Rick has joined our team,” said Ms. Forsythe. “Rick brings a wealth of experience and relationships as we grow our 30-airport footprint in the U.S.”

“I am excited to join the team at Lamar and be a part of their continued expansion in the airport industry,” said Mr. Schiffmann. “Lamar’s solid reputation and history of growth drew me in, and their focus on customer service made my decision an easy one.”

Mr. Schiffmann received a bachelor’s degree in Political Science from Bates College. He went on to earn his master’s degree in Business Administration from the Kellogg Graduate School of Management at Northwestern University.

#### *About Lamar Advertising*

Founded in 1902, **Lamar Advertising Company** (Nasdaq: LAMR) is one of the largest outdoor advertising companies in the world, with displays across the United States and Canada. Lamar offers advertisers a variety of billboard, interstate logo, transit and airport advertising formats, helping both local businesses and national brands reach broad audiences every day. Lamar is proud to offer its customers the largest network of digital billboards in the United States.

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

#### *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, and Organizational Development. ADK specializes in C-Suite and mid-level management positions for both private and public sector, primarily in the Transportation Industry. ADK’s team focuses on connecting great leaders to opportunities.

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