



The Broward County Aviation Department invites applications for
Enterprise Assistant Director of Business (Aviation) – Air Service

Fort Lauderdale-Hollywood International Airport (FLL)
North Perry Airport (HWO)
Fort Lauderdale, FL

EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH



The Airports

Broward County's Fort Lauderdale-Hollywood International Airport (FLL) is in the heart of Greater Fort Lauderdale's Gold Coast. This strategic location provides a catchment area of more than six million people. A considerable portion of the population is affluent and leads the state in travel expenditures. The Aviation Department, FLL's operator, is a self-supporting agency of the Broward County Board of County Commissioners that does not rely on local tax dollars for operations and capital improvements.

FLL is a fast-growing, large hub U.S. airport. In 2024, FLL served 35.2 million passengers. Pre-pandemic, the airport generated \$37.5 billion in economic activity annually and nearly 18,000 direct local jobs. Based on 2024 activity and according to Airports Council International, last year, FLL ranked 19th in total passenger traffic, 20th in domestic traffic, and 13th in international passenger traffic. In 2024, FLL had an average of 263 departures a day to 97 U.S. cities and 55 international destinations in 25 countries. Passenger traffic is projected to exceed 50 million by 2035.

To meet the growing demand, FLL is in the planning stages of implementing its Master Plan. The Master Plan has identified future passenger demand and has outlined what facilities, changes, and improvements are required to meet that demand for the next 20 years. Initial components of the Master Plan include the construction of a new terminal and a project to connect all terminals post-security. Additionally, development of an Intermodal Center (IMC), and Automated People Mover (APM) are currently underway.

The airport's existing 4 terminals and associated concourses have been completely remodeled, updated, and expanded as part of a \$2 billion program. New and exciting amenities have been added to enhance the customer experience including 100 new restaurants and gift shops, use of biometrics, and pet relief areas.

North Perry Airport

North Perry Airport (HWO), also operated by the Aviation Department of Broward County, is a general aviation facility devoted exclusively to private and business light-plane activity. Concessionaires offer fuel, service, air charter, flight instruction, aircraft sales, maintenance, storage, and other services for the flying public. In 2024, there were 317,069 aircraft operations at the airport. HWO encompasses 154 T-hangars, 4 fixed-base operators, 11 flight schools, and an Air Traffic Control Tower. HWO accounts for 2,090 direct and indirect jobs and generates an annual impact of approximately \$285 million, based on a 2022 FDOT Economic Impact Study.



The County Government

The Broward County government was established under Charter in 1975 as a home-rule government. The County has a Council/Manager form of government. The Broward County Board of County Commissioners is composed of nine members, elected every two years for four-year staggered terms. Commissioners are voted to the position by their district constituents through partisan elections. The Mayor and Vice-Mayor are Commission members annually elected by the Commission for one-year terms. The Commission appoints the County Administrator, the County Attorney, and the County Auditor.

The County Administrator serves as the Chief Executive Officer and manages the County's seven major operating departments: Transportation, Aviation, Resilient Environment, Finance and Administrative Services, Human Services, Port Everglades, and Public Works; nine offices and three divisions, which all together comprise over 70 lines of business. The County has nearly 7,000 employees and eight organized bargaining units. The County budget for FY25 is \$7.78 billion of which \$5.02 billion is Operating, \$1.99 billion is Capital and \$0.78 billion is Debt Service. The budget reflects strategic investments in transit, the seaport and airport, and many other critical services to residents.





The Community

Bordering Southeast Florida's Atlantic coastline, Broward County is the seventeenth most populous county in the nation and the second largest in the state of Florida. Home to over 1.9 million people, Broward County is located between Palm Beach and Miami-Dade counties, forming the center of South Florida's largest metropolitan area in which 6.1 million people reside. Within the County's approximate 1,200 square miles are 31 municipalities, the largest of which is the county seat, Fort Lauderdale. About two-thirds of Broward County is part of the undeveloped Everglades conservation area. Broward County boasts 23 miles of pristine Atlantic coastline, and its beaches attract both the local population as well as tourists from around the world. With an average year-round temperature of 76 degrees, Broward County has a tropical climate and is a choice destination for over nineteen million visitors every year.

Broward County's warm climate, demographic diversity, robust and expanding economy, top-rated schools, colleges and universities, cutting-edge healthcare, and an advanced transportation system afford its residents an exceptional quality of life. Broward offers world-class dining, high-quality theater, cosmopolitan nightlife, and premium shopping venues, as well as an abundance of recreational activities such as golf, pickleball, soccer, deep-sea fishing, boating and vast opportunities for fun on the beach.

The Fort Lauderdale-Hollywood International Airport is in Broward County and is less than two miles from Port Everglades where many major cruise lines homeport. Among Broward County's abundant retail shopping options is Sawgrass Mills, the largest one-story value retail shopping mall in the United States. For the sports enthusiast, Broward County is home to the National Hockey League's 2025 Stanley Cup Champions the Florida Panthers, while the National Basketball Association's Miami Heat, the Major League Baseball's Miami Marlins, and the National Football League's Miami Dolphins are just a short drive or quick train ride away.

Position Overview

Under the direction of the Director of Aviation, the Enterprise Assistant Director of Business (Aviation) – Air Service leads strategic initiatives to expand passenger and cargo air service at Fort Lauderdale-Hollywood International Airport (FLL). This pivotal role guides the development and execution of data-driven air service strategies, enhances domestic and international route networks, and represents the Broward County Aviation Department (BCAD) in global industry forums.

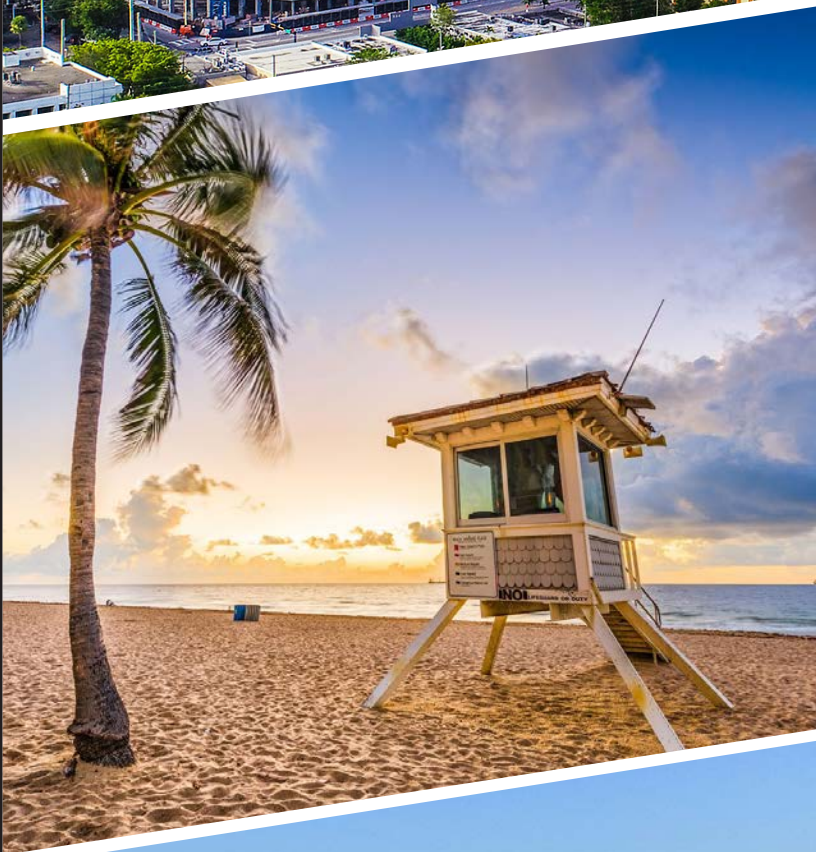
About the Role

This position serves as a key liaison between BCAD and airline partners, aviation stakeholders, and civic leaders to attract and retain air service. The incumbent analyzes industry trends, maintains market intelligence, and prepares compelling business cases for new service opportunities. They also oversee the budget for air service programs, including incentive funding, marketing, and consultant contracts.

Key Responsibilities

- Develop and manage strategic air service plans aligned with BCAD's business goals
- Build and maintain strong partnerships with airlines and regional stakeholders
- Create and present persuasive business cases to airline executives
- Conduct in-depth research and analysis of air traffic data and market trends
- Lead promotional and marketing campaigns to support route development
- Represent FLL at domestic and international industry events
- Monitor airline schedules, capacity trends, and regulatory developments
- Oversee contracts with air service development consultants and manage deliverables





Leadership Qualities and Style

The ideal candidate is a strategic, data-savvy leader who is proactive, diplomatic, and results-oriented. They excel at cross-cultural communication, foster collaboration across diverse stakeholders, and can effectively influence high-level airline decision-makers. For a complete job description, [click here](#).

Required Qualifications

- Bachelor's degree in Aviation Management, Business, Marketing, Economics, or a related field (Master's preferred)
- Six years of experience in air service development, including airline industry trends, route planning, and market analysis
- Four years of supervisory and administrative leadership experience

Preferred Qualifications

- Proficiency in aviation databases, business intelligence tools, Excel, and PowerPoint
- Experience with digital marketing and public presentations
- Valid Florida driver's license; ability to obtain SIDA Badge and Customs Seal

Salary and Benefits

Salary depends on qualifications and will be based upon the knowledge and experience of the individual selected. The annual salary range for this position is \$100,934 - \$161,090. The State of Florida does not have a state income tax. Broward County has a competitive and comprehensive benefits package.



How To Apply

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

Deadline for applications: July 27, 2025

ALL RESUMES ARE SUBJECT TO DISCLOSURE
IN ACCORDANCE WITH THE FLORIDA
SUNSHINE LAW.

The 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.

The Broward County Aviation Department is an equal-opportunity employer.

