

COVID-19: Survival and Revival

Call-in Forum for Airport Concessions Industry – No. 47

May 5, 2021, 4:00 PM EST

Phone Number 408-418-9388; Access Code 791-700-478#

About this Session: Airport concessions leaders from the Metropolitan Washington Airports Authority and Hartsfield-Jackson Atlanta International Airport will discuss how their airports and concessions programs are recovering and the outlook for the months and years ahead. They will offer insights about how the concessions environment and business model are changing, and the implications for the airport-concessions partnership and passenger experience.



Jai Ferrell,
*Assistant General Manager,
Hartsfield-Jackson Atlanta International Airport*

Jai Ferrell is the assistant general manager and head of marketing for one of the busiest airports in the world, Hartsfield-Jackson Atlanta International Airport (ATL). Her leadership responsibilities include oversight of the Airport's commercial development division comprised of the Airport's food, beverage & retail locations; on-Airport parking; global marketing & brand strategy; and special projects/campaigns. As head of marketing, she leads global brand strategy, consumer marketing and social media engagement for all public-facing programs at ATL.

Ms. Ferrell is magna cum laude graduate of Spelman College (2005) and has a master's degree in communication from Georgia State University (2008). She is an esteemed 2017 Lead Atlanta alumni; graduate of the KPMG Executive Women in Leadership program; member of Alpha Kappa Alpha Sorority, Inc.; and a life member of Phi Beta Kappa honor society.



Deven Judd
*Director of Customer & Concessions Development
Metropolitan Washington Airports Authority*

Deven Judd is the Director of Customer & Concessions Development at Metropolitan Washington Airports Authority which operates both Reagan National and Dulles International Airports. His business unit generates over \$160M in revenue for MWAA, focusing on improving the passenger experience throughout their journey in the airport. Mr. Judd has held positions with Hartsfield-Jackson Atlanta International as a Concessions Development Manager, Jacobsen/Daniels Associates as a Project Consultant and the Jacksonville Aviation Authority, as a Business Development/Properties Administrator.

Deven majored in Aviation Management at Hampton University and earned an MBA from the University of North Florida. Deven is also a graduate of the Airport Executive Leadership Program presented by Airports Council International and Concordia University, John Molson School of Business. He holds A.A.E., IAP, and PMP accreditation

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