

COVID-19: Survival and Revival

Call-in Forum for Airport Concessions Industry – No. 52

July 7th, 2021, 4:00 PM ET

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

About this Session: Marlene Coleman and Dawn Hunter return to discuss ARRA's Facing Facts III "recovery plan", how ATL and SEA are recovering, and how airports and concessionaires can collaborate to reform the business model and address the critical challenges facing the industry.



Marlene Coleman

*Director of Concessions Management,
Hartsfield-Jackson Atlanta International Airport*

Marlene Coleman is the director of Concessions Management at Hartsfield-Jackson Atlanta International Airport (ATL). In her role, she directs the overall Concessions and Car Rental operations including strategic and business plans development, contracts and lease administration, and service delivery.

An accredited airport executive, Ms. Coleman has over 20 years of extensive city government and aviation concessions management experience at ATL. She manages a staff of professionals to facilitate program development, brand/concept mix analysis, lease management and maintaining strong tenant relations for over 332 concessions locations that include retail, duty free, food and beverage and business services. Ms. Coleman holds a Bachelor of Arts in business management and economics from North Carolina State University.

She joined the Department of Aviation's Concessions team in 1998 and moved up the ranks to serve as concessions business development manager in 2007. In 2011, she was promoted to director for the City of Atlanta's Watershed Department, where she was responsible for developing the strategic plan for the department's small, minority, female business program as well as overseeing the Small Business Development 15-week construction management training program. In December 2019, the Fayetteville, North Carolina native returned to ATL to serve as director of Concessions Management to oversee and develop all Airport concessions businesses.



Dawn Hunter

*Director of Aviation Commercial Management,
Seattle Tacoma International Airport*

Dawn Hunter is the Director of Aviation Commercial Management at Seattle Tacoma International Airport (SEA). As Director, Dawn is responsible for generating non-aeronautical revenue and leading a team of skilled managers. Her scope includes Concessions, Parking, Ground Transportation, and Airport Building Facilities Management.

Joining the SEA team in 2017, Dawn was originally recruited to serve as the Sr. Manager over the Airport Dining and Retail program. In this role she successfully managed the program through a concessions master plan and construction challenges. Prior to joining the SEA team, Dawn spent more than 10 years at Los Angeles World Airports in the Commercial Management Group on the Concessions Team. She holds dual master's degrees in Public Administration and Policy.