

## COVID-19: Survival and Revival

*Call-in Forum for Airport Concessions Industry – No. 12*

**June 24, 2020, 4:00 PM EST**

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

**About this Session:** On this week's call, ARRA and AMAC have invited an accomplished airline executive to comment on the ARRA document *"Facing Facts: The Survival of Airport Shopping and Dining."* Nussbaum will also offer his perspectives about the impact of the COVID-19 virus on airlines and what lies ahead for the airline industry.

For more information about ARRA and AMAC programs or membership please contact us at [info@arra-airports.com](mailto:info@arra-airports.com) or [info@amac-org.com](mailto:info@amac-org.com), respectively.



### Jacob Nussbaum

*Product Development I Ground Experience  
JetBlue Airways*

*Jacob Nussbaum leads JetBlue's Ground Experience Team within Product Development, overseeing JetBlue's concessions programs and JFK Terminal 5 and LGA Terminal A as well as customer-facing branding and in-airport components of the JetBlue experience across the network. He has been with JetBlue for over six years, previously in Onboard Experience and Revenue Management, and has an MBA from NYU's Stern School of Business and an undergraduate degree from the University of Pennsylvania.*