

COVID-19: Survival and Revival

Call-in Forum for Airport Concessions Industry – No. 13

July 8, 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 Ken Buchanan, Executive Vice President of Revenue Management and Customer Experience at the Dallas Fort Worth International Airport. Ken will comment on the ARRA document "Facing Facts: The Survival of Airport Shopping and Dining." He will also offer his perspectives about the impact of the COVID-19 virus on airports and what lies ahead for the industry.

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



Ken Buchanan

*Executive Vice President, Revenue Management and
Customer Experience*

Dallas Fort Worth International Airport (DFW)

Ken oversees DFW's Customer Experience, Terminal Management, Concessions, Market Research and Parking Operations. He's responsible for directing new strategies related to ground transportation, parking operations, guest transportations, and all customer experiences in the terminals.

Ken's professional career includes more than 35 years of industry experience in revenue management, operations management, sales, merchandising technology, marketing and customer experience. He has served as the Director of Strategic Initiatives for Coors, Inc. and held executive-level positions at Kmart Corp., Kroger Corp., Information Resources Inc., and Pepsi Co.

Ken graduated with a bachelor's in business from the University of Memphis and earned his MBA from Jackson State University.