

2025 BUSINESS >> of AIRPORTS



June 23 - 25, 2025 // Arlington, TX // Loews Arlington Hotel

COMMERCIAL MANAGEMENT TRACK AGENDA

All sessions and events will take place at the Loews Arlington Hotel.

Updated: May 9, 2025

MONDAY, JUNE 23, 2025

- 7:30 AM - 4:30 PM **Registration**
- 7:30 AM - 9:00 AM **Networking Breakfast**
- 9:00 AM - 10:30 AM **Commercial Management Committee Workshop**
- 9:00 AM - 10:30 AM **ACI-NA Commercial Management Committee Update: Strategies, Vision, and Industry Insights**
 The ACI-NA Commercial Management Committee is the forum for the discussion and development of policies and programs that relate to airport non-aeronautical revenue. Committee members focus on creative sources of non-aeronautical revenue and new ways to enhance and entice the airport experience of traveling passengers.

 Join us for an informative conference session where we will hear updates from the CMC Leadership and ACI-NA staff and learn about the latest initiatives of the CMC, its strategic vision, and relevant legislative and regulatory updates.

Jaimini Erskine, *Vice President, Marketing and Concessions*, Metropolitan Washington Airports Authority, and *Chair*, ACI-NA Commercial Management Committee
Annie Russo, *Chief Political and Congressional Strategy Officer*, ACI-NA
Chris Phelan, *Senior Vice President, Policy, Industry and Government Affairs*, Canadian Airports Council
Slava Cheglatonyev, *Director, Economic Policy & Sustainability*, ACI World
- 10:30 AM - 11:00 AM **Networking Break**

- 11:00 AM - 12:15 PM **Strategic Airport Land Use Planning: Aligning Airport Development with Long-Term Goals**
 This session will explore how airports can strategically align land use with long-term objectives and operational needs. Topics will include balancing aeronautical and non-aeronautical development to maximize revenue and efficiency, navigating complex regulatory frameworks, and effectively engaging stakeholders to ensure sustainable land use decisions. Attendees will gain insights into best practices for integrating land use planning with broader airport growth strategies.
- Moderated by **Francisco Cuellar**, *Chief Commercial Officer*, Houston Airport System
Raelyn Kruitbosch, *Director, Real Estate*, Edmonton International Airport
John Brookby, *Vice President, Commercial Development*, Dallas Fort Worth International Airport
Lauren Yaksich, *Executive Director*, Greater Toronto Airport Authority
- 12:15 PM - 1:30 PM **Networking Lunch**
- 1:30 PM - 2:45 PM **Land Use Site Selection - Site Selection & Development: Recognizing the Potential of Airport Properties**
 This session will focus on the practical considerations of site selection and development for airport properties. Site selectors and industry experts will discuss key factors influencing their decisions, strategies for positioning airport land for commercial and industrial growth, and real-world case studies on successful development partnerships. Participants will learn how to enhance the attractiveness of airport land to prospective tenants and investors, driving economic and operational benefits.
- Moderated by **Pete Fullerton**, *Deputy Director, Properties & Commercial Development*, Kansas City Aviation Department and **Carlos Ruiz**, *Director of Commercial Business*, Cincinnati/Northern Kentucky Intl. Airport
Kevin Baker, *Executive Director*, Piedmont Triad International Airport
Joshua Jefferson, *Deputy Secretary of Business Development*, Kansas Department of Commerce
Roman Keselman, *Assistant Vice President, Real Estate*, Nashville International Airport
Josh Bays, *Senior Partner*, Site Selection Group
- 2:45 PM - 3:15 PM **Networking Break**
- 3:15 PM - 4:30 PM **Commercial Management Open Networking Time**
- 5:00 PM - 6:00 PM **Welcome Reception**

TUESDAY, JUNE 24, 2025

- 8:00 AM - 4:00 PM **Registration**
- 8:00 AM - 9:00 AM **Networking Breakfast**
- 9:00 AM - 9:30 AM **Welcome and Opening Remarks**
- 9:30 AM - 10:30 AM **General Session 1**
 A globally recognized innovation strategist, Shawn Kanungo works at the intersection of creativity, business, and technology—including cutting-edge developments in generative AI—to help companies and individuals move boldly into the future. Formerly an Innovation Expert for Deloitte, Shawn is a Partner with Queen & Rook, where he advises leading organizations and executives on disruptive trends, and actively invests in early-stage ventures.
- Keynote speaker: **Shawn Kanungo**, *Disruption Strategist, Bestselling Author, Former Innovation Expert* for Deloitte
- 10:30 AM - 11:00 AM **Networking Break**

11:00 AM - 12:00 PM
1 CPE Credit

Striking the Balance: How Chief Financial Officers and Chief Commercial/Revenue Officers Drive Airport Projects Together

(Joint Session with the Finance Committee)

Airport development projects succeed when financial stewardship and commercial strategy are aligned from the start. This session brings together Chief Financial Officers and Chief Commercial/Revenue Officers from two airports to explore how they approach joint decision-making, analyze data differently (or similarly), and co-lead projects that meet both financial and passenger experience goals. Each project will be presented as a case study by the airport's CFO and CCO/CRO, offering attendees practical insights into cross-functional collaboration, data-driven planning, and shared accountability.

Moderated by **Brandy James**, Chief Financial Officer, Charleston County Aviation Authority and **Chris Czarnecki**, Director, Aviation Business and Properties, Portland International Airport
Jason Mehl, Chief Commercial Officer, Syracuse Regional Airport Authority
Robin Watkins, Chief Financial Officer, Syracuse Regional Airport Authority
Kate Sullivan, Chief Commercial Officer, Philadelphia International Airport
Tracy Borda, Chief Financial Officer, Philadelphia International Airport

12:00 PM - 2:00 PM

Networking Lunch

2:00 PM - 3:15 PM

Benchmarking Success: Insights from the ACI-NA Concessions Survey

How do your airport's concessions and parking programs compare to industry benchmarks? This session will dive into key findings from the latest ACI-NA Concessions Survey and Financial Benchmarking Survey, providing valuable insights into performance metrics, revenue trends, and emerging opportunities.

Jaimini Eriskine, Vice President, Marketing and Concessions, Metropolitan Washington Airport Authority
Marie Manning, Vice President, Business Development & Chief Commercial Officer, Halifax International Airport Authority

3:15 PM - 3:45 PM

Networking Break

3:45 PM - 5:00 PM

Operationalizing Data - From Data to Dollars: Unlocking the Power of Airport Business Intelligence

(Joint Session with the Business Diversity Committee)

Airports generate vast amounts of data, but how can they transform it into actionable insights that drive operational efficiency and revenue growth? This session will explore strategies for leveraging airport data to enhance decision-making, optimize resource allocation, and improve passenger experiences.

Industry experts will share best practices for cross-functional data sharing, integration, and the use of advanced analytics. Attendees will gain insights into how data-driven approaches can inform business strategy, streamline operations, and create new opportunities.

Moderated by **Christina Apatow**, Chief Executive Officer, FetchyFox
Iyad Hindiye, Chief Digital Transformation Officer, San Francisco International Airport
Andrew Durkee, Airport Concessions Manager, Sacramento International Airport
Andreas Haefner, Senior Manager, M2P Consulting
Georgios Pipelidis, Chief Executive Officer, Ariadne

WEDNESDAY, JUNE 25, 2025

8:00 AM - 4:00 PM

Registration

8:00 AM - 9:00 AM

Networking Breakfast

9:00 AM - 10:00 AM

General Session 2

10:00 AM - 10:30 AM

Networking Break

10:30 AM – 12:00 PM	<p>Sponsorship and Advertising - Maximizing Revenue: Innovative Sponsorship & Advertising Strategies for Airports <i>(Joint Session with the Business Diversity Committee)</i></p> <p>Airports are increasingly turning to innovative sponsorship and advertising strategies to maximize revenue and enhance passenger experience. This session will explore how airports can effectively monetize their assets through creative partnerships, digital and experiential marketing, and data-driven approaches.</p> <p>Experts will discuss best practices for leveraging technology to engage travelers, measuring return on investment (ROI), and demonstrating value to advertisers. Attendees will gain insights into emerging trends and strategies that drive successful sponsorship and advertising programs in the airport environment.</p> <p>Moderated by Roxann Favors, Assistant Aviation Director / Chief Revenue Officer, Phoenix Sky Harbor International Airport Prateek Sood, Vice President, Global Consumer Marketing and Commercial Partnership, Mastercard Chris Gwilliam, Senior Vice President – Global Business Development, Airport Dimensions Elisa Grey, Chief Revenue Management Officer, Ontario International Airport Joey Daiello, Director, Concessions and Partnership Development, Toronto Pearson International Airport Shauna Forsythe, Director of Business Development, Lamar Airport Advertising Lucas Yezik, Vice President - Airport Development & Relations, Clear Channel</p>
12:00 PM – 12:30PM	Commercial Management Open Networking Time
12:30 PM - 1:30 PM	Networking Lunch
1:30 PM - 2:45 PM 1 CPE Credit	<p>Session 7A/C: Roundtable with Airlines</p> <p>Join us for an insightful Airlines Roundtable where airline representatives share crucial updates with airport stakeholders. Discover trends, insights, and collaborative strategies to navigate challenges and enhance airport-airline relations. Don't miss this opportunity to gain valuable perspectives and forge meaningful connections with airline representatives.</p> <p>Moderated by Donnell Harvey, Vice President, Aviation Real Estate, Dallas Fort Worth International Airport and Jeff Schulthess, Executive Vice President, Landrum & Brown, Inc. Angeles Castro, Managing Director of Airline Affairs and Corporate Real Estate, American Airlines Garry Jones, Sr. Director Airport Affairs, Spirit Airlines Julian Low, VP, Corporate Development, Porter</p>
2:45 PM - 3:15 PM	Networking Break
3:15 PM - 4:30 PM	<p>Commercial Management Committee Steering Group Meeting <i>Steering Group members only</i></p>
5:30 PM - 6:00 PM	<p>Awards Gala Reception <i>Business or cocktail attire suggested</i></p>
6:00 PM - 9:00 PM	<p>Awards Gala Dinner <i>Business or cocktail attire suggested</i></p>