

# Greenville-Spartanburg Airport District

Invites Applications For

## Vice President/Chief Commercial Officer



*National Search Conducted by:*





**GSP** INTERNATIONAL  
AIRPORT  
ROGER MILLIKEN FIELD  
Greenville-Spartanburg Airport District (Greer, SC)  
*invites applications for*  
*Vice President and Chief Commercial Officer*

## Overview

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The Greenville-Spartanburg Airport District (District), owner and operator of the Greenville-Spartanburg International Airport (GSP), invites applications for the position of **Vice President and Chief Commercial Officer (VP/CCO)**.

The Greenville-Spartanburg Airport District has selected Steven Baldwin Associates to conduct a national search for this position.

The Greenville-Spartanburg International Airport is an economic engine for the Upstate of South Carolina and is a vital partner for industries across the Southeast U.S. With business opportunities including air cargo, real estate, and general aviation, the sky's the limit at GSP.



### **Greenville-Spartanburg International Airport**

has a tremendous effect on the local economy. In 2009, the Total Economic Impact (Output) was nearly \$378 million, by 2018 that impact grew to **\$2.9 billion**. *The Wall Street Journal* named Greenville, SC a “breakout city of the forefront of America’s economic recovery,” in May 2021. With nearly **100 daily nonstop flights**, GSP’s economic impact is eight times greater than it was 10 years ago. A valuable **revenue generator**, GSP supports nearly **15,000 jobs**, **\$293.7 million** in annual taxes, and **\$740 million in local purchases**. Between 2009 and 2018, local jobs supported have quadrupled and its income doubled. A breakout city at the forefront of America’s economic recovery indeed.

Catering to its clientele, the Airport offers world-class cuisine and plenty of local flavors too. Its terminal building is packed with retail shops, restaurants, a common-use passenger lounge, and even an Airport museum where travelers can explore the past, present and future of GSP.



With 2.61 million travelers and nearly 97,000 tons of cargo, GSP is not only an economic generator for the region but also continues to grow and expand. Its 2040 master plan was developed in 2019

to determine how GSP can best position itself to accommodate growing and changing aeronautical demands. Specific goals include enhancing the long-term fiscal sustainability of the Airport, promoting opportunities to capitalize on new infrastructure, and facilitating long-term Airport development strategies through thoughtful land use planning.

GSP was named the 2020 Best Airport in North America by Airports Council International (ACI) Airport Service Quality Awards. In addition, in 2021, GSP received the ACI Airport Service Quality Award for Best Hygiene Measures in North America.



GSP has an award-winning concessions program being recognized by *Airport Revenue News* for the Best Concessions Program Design in 2018, *Airport Experience News* for Best Overall Concessions Program in 2019, and ACI in 2019

awarded GSP first place for Best Concessions Transformation Program, first place for Best Food and Beverage Program, and first place for Best Retail Program. In 2021, GSP received the ACI Adaptability Award for the concessions program modifications it made throughout the pandemic.

This vibrant, forward-thinking Airport is seeking an entrepreneurial, collaborative, and strategic-minded **Vice President/Chief Commercial Officer** to join its growing team.

## The Opportunity: VP/Chief Commercial Officer

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GSP is seeking an entrepreneurial, visionary **Vice President and Chief Commercial Officer** to develop and implement short- and long-term strategies to maximize aeronautical and non-aeronautical revenue business. GSP offers a growing, interconnected and welcoming environment, and is pursuing a professional who can lead and direct strategic and business initiatives related to all Airport revenue areas that include airport concessions, rental car activities, public parking, ground transportation, commercial properties/real estate development, airline leases, etc. The position will also assist in the ongoing development of the Airport District's FBO and Cargo operations. The position plays a critical role in defining and implementing initiatives for profitable and sustainable business performance and revenue growth.

### Overview Requirements & Qualifications

The District is seeking a candidate with an entrepreneurial spirit to maximize Airport revenue and enhance the customer experience strategically and collaboratively. The ideal candidate will possess a minimum of 10 years of professional experience in a management level capacity preferably with three or more years of airport and/or governmental experience. The principal function is to establish short- and long-range strategies for business development projects by identifying opportunities to maximize revenue and increase customer satisfaction, develop and implement strategies to attract new commercial business as well as retain and secure growth from existing aeronautical and non-aeronautical tenants. Work is performed under the supervision of the President/CEO, though the District is seeking an individual who can exercise independent judgment and resourcefulness. The VP/CCO will have frequent contact with developers, real estate professionals, business and property owners, lenders, and community groups, and will represent the District as the business development expert.

### Key Duties and Responsibilities

The **VP/Chief Commercial Officer** for the Greenville-Spartanburg International Airport reports to the President/CEO and will be responsible for the following duties:

#### Personnel Management

- Applies a servant leadership approach, leading by example and holding people accountable. Develops employees for current and/or upcoming roles.
- Ensures employees have the tools, resources and training necessary for success.
- Coaches, trains and motivates employees in a collaborative environment.

#### Functional Duties and Responsibilities

- Lead aeronautical and non-aeronautical commercial activities/initiatives.
- Establish short- and long-range goals for commercial projects by identifying and prioritizing development opportunities to maximize aeronautical and non-aeronautical revenues.
- Oversee the development and implementation of commercial initiatives, programs and projects.
- Analyze business problems/situations, diagnose business strengths and weaknesses, and identify key issues.
- Establish and implement specific strategies to attract new commercial business operators,

## Functional Duties and Responsibilities Continued

- retain and secure growth from existing aeronautical and non-aeronautical tenants.
- Support the development of air service, air cargo and general aviation activities.
- Represent the District as the business development leader by advocating, communicating, and supporting the strategic direction, priorities, goals, vision, mission, and values of the District.
- Interact with developers, real estate professionals, business and property owners, lenders, community groups, legal counsel, elected officials, and citizen groups concerning development projects.
- Provide day-to-day leadership/coaching and work with immediate staff to ensure high performance and results.
- Ensure a high level of inter-departmental communication, collaboration, and teamwork.
- Establish and maintain constructive working relationships with members of the District, team members, tenants, and other business-related contacts/entities.
- Oversee and follow the policies and procedures of the District regarding the negotiation, preparation, and processing of agreements.
- Oversee the contract and lease development process for use of Airport property or the operation of a business enterprise on Airport property.
- Oversee the business provisions of airline, concessions, rental car, and non-aeronautical agreements.
- Develop quality standards and apply those standards to agreements and policies to ensure that business partners meet or exceed customer service and operational excellence objectives.
- Determine and manage the department budget and provide support and guidance related to Airport expenditures and budgets.
- Manage the department toward achievement of budgeted revenue, net operating income and profitability targets.
- Oversee assigned business continuity and emergency management responsibilities.
- Oversee the terminal building advertising sales program.
- Responsible for certain business development activities, locally, nationally and internationally.

### Education and Experience Requirements

- Bachelor's degree in airport management, business administration, public administration, real estate, or a related field or equivalent work experience.
- Ten years' work experience in the practice of commercial business development, real estate development, or commercial sales.
- Three or more years of experience in an airport and/or governmental environment preferred.
- Professional Aviation certification preferred.

### Other Requirements

- Proficient in using the latest versions of Microsoft Word, Excel, Outlook, PowerPoint, Power BI, Publisher, and web searches.
- Strong verbal and written communication skills; capability for analytical thinking, dynamic presentation skills.
- Detail-oriented and able to handle multiple projects simultaneously. Strategic and tactical thinker.
- Strong interpersonal skills and self-awareness.
- Maintain flexibility to adapt priorities based on changing business needs.

### Salary and Compensation

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The District's benefits are excellent, and **salary is commensurate with experience** with a hiring range of **\$160,000 to \$180,000**.

Benefits include State health plan, dental, vision and life insurance. GSP District employees are also members of the state pension plan and this position would contribute to the South Carolina Retirement System. This position comes with paid holidays, vacation leave, sick leave, annual medical reimbursement, 401(k) with matching, and much more.

### To Apply

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To apply for this opportunity, please submit a cover letter, resume, five year salary history, and a list of three references in **one** recruitment PDF document to Lisa Belt of Steven Baldwin Associates, at [lbelt@baldwinllc.com](mailto:lbelt@baldwinllc.com) with "VP/CCO search" in the subject line.

**In your cover letter, please specifically address your experience and accomplishments in the areas noted in the "Key Duties and Responsibilities" section above.**

- Only complete electronic submissions that follow the above guidelines will be considered.
- **Deadline for applications is August 19, 2022.**

**NOTE:** *The Greenville-Spartanburg International Airport is an equal opportunity employer and does not discriminate based on race, religion, color, national origin, sex, sexual orientation, gender identity, veteran, or disability status. The Greenville-Spartanburg Airport District reserves the right to not fill the position. Nothing in this announcement guarantees employment.*

## Airport Culture

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**The Greenville-Spartanburg International Airport** values its employee's skills and abilities, ethical behavior, diversity, creativity, innovation, and sound judgment. They commit to providing employees with rewarding work, opportunities for professional growth, and an appreciative work environment based on trust, respect for each other, and open communication. The Airport invests in its community and reaches common goals by building strong relationships. They challenge themselves to be the best at what they do and celebrate their staff's achievements.



GSP's Core Values express how they conduct day-to-day business and provide a consistent set of expectations for all who work at the airport.



## The Airport

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**The District's mission** is to advance the region's economic prosperity by providing a safe, convenient, user-friendly, and cost-competitive air transportation system connecting the region with the nation and the world.

The District is especially proud of its core values, which speak to the "GSP way". Their core values express how they conduct their day-to-day business and provide a consistent set of expectations for everyone who works at the Airport. Those values include safety and security, innovation, accountability, integrity, servant attitude, teamwork, and excellence.

With 3,700 acres and an 11,001-foot-long runway, GSP is home to seven airlines providing nonstop flights to 20 destinations. The Airport provides leadership in aviation development and offers a safe, visually appealing Airport for travelers and tenants. In 2011, GSP received an ANNIE Award for being the fastest-growing small airport in the U.S. The terminal building houses several new restaurants, which include Baskin Robbins, Chick-fil-A, Dunkin Donuts, Qdoba, and The Kitchen by Wolfgang Puck. **GSP owns nine tracts of land that surround the Airport—consisting of 2,500 acres—which provide unique development opportunities in the following industries:** aviation, logistics/distribution, office, retail, industrial, hospitality and more.

GSP strives to:

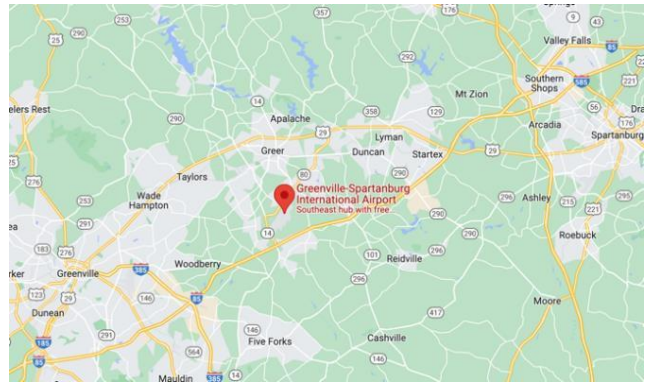
- Provide safe adequate and affordable air service.
- Promote economic development for the Airport.
- Support regional economic development activities.

The Airport and its staff work with community leaders to facilitate growth in the region by improving Airport operations and facilities to provide an environmentally safe and secure Airport for travelers, visitors, and corporate and commercial consumers.

## Location

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Strategically located near Interstate 85 and major highways in Greer, SC, the Greenville-Spartanburg International Airport is an essential transportation center in the Southeast U.S. and has helped develop the metropolitan area for 60 years. The Airport is located between the quickly growing cities of Greenville and Spartanburg, SC. Greenville was recently named the friendliest city in the U.S. by Condé Nast and Spartanburg was named the Best Place to Live in South Carolina by U.S. News & World Report.



## The Greenville-Spartanburg Airport Commission and the District

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The Greenville-Spartanburg Airport Commission (Commission) is the governing body of the Greenville-Spartanburg Airport District which owns and operates GSP. The Commission is comprised of six members who are appointed by the Governor of South Carolina and includes three members residing in Greenville County and three from Spartanburg County, all requiring a majority recommendation from their respective county's state legislative delegation. Members of the Commission serve for a six-year term and can be reappointed.

## Airport Administration

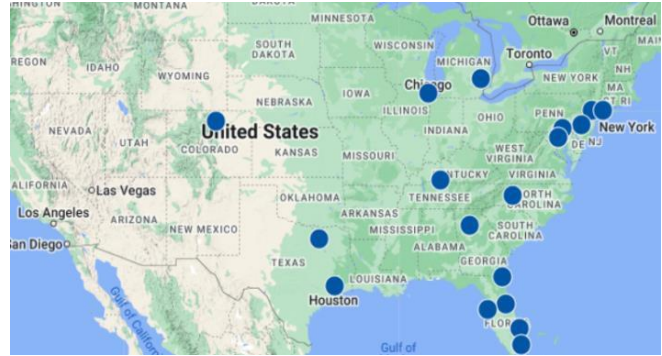
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Led by President & CEO, David Edwards, the Airport's administration is responsible for managing the day-to-day operations of the Greenville-Spartanburg Airport District as well as the long-term plans. Financial decisions balance the interests of all and help drive the region's economy. The District seeks creative and innovative solutions and conducts business in an honest, fair, and respectful manner, and consistently displays the highest moral and ethical standards. The District believes that people are its most important resource. Innovative and collaborative, the District challenges itself to be the best while ensuring accountability to itself and its employees.



## General Information & Air Service

The Greenville-Spartanburg International Airport is the only commercial Airport within a 60-minute drive time radius and is in the northeast corner of the State. At GSP, seven airlines serve 2.61 million passengers each year who travel on the airport's nearly 100 daily nonstop flights. The airlines represented include American, Delta, United, Southwest, Allegiant, Silver, and Contour. Destinations include major domestic hubs such as Atlanta, Charlotte, Dallas/Ft. Worth, Houston, Washington D.C., New York –LaGuardia, Newark, Baltimore, Detroit, Denver, Chicago, Philadelphia, Nashville, Fort Lauderdale, Orlando, Miami, and Tampa/St. Petersburg.



## The Community

**Greenville-Spartanburg** and its surrounding suburbs offer a multitude of dining, shopping, entertainment, and attractions. Greenville is America's 4<sup>th</sup> fastest-growing city. Nestled up against the foothills of the Blue Ridge Mountains in the heart of South Carolina's Upstate region.

Greenville is situated just about halfway between Charlotte, NC and Atlanta, GA. Greenville's friendly,



thriving downtown pulses with things to do year-round. From one-of-a-kind shops, boutiques and art galleries to museums, tours and outdoor activities, Greenville is a welcoming retreat for visitors of every age and explorers of every type.

**Greenville** boasts more than 250 international firms from 26 different countries and has the most foreign investment per capita in the U.S. New hotels, condominiums, and multi-use complexes are redefining the skyline. Clemson University's cutting-edge International Center for Automotive Research is among the world's premier automotive and motorsports research and educational facilities. Greenville County is the most populated county in the State of South Carolina and is now home to 650+ manufacturers, 40 Fortune 500 companies, and 150 headquarter facilities.

Three hundred times a year, downtown comes alive with events ranging from concerts and craft beers to festivals-[Artisphere](#) and [Euphoria](#), two of the nation's premier culinary and arts festivals. On Saturday mornings between May and October, you'll find the [TD Saturday Market](#), which brings more than 75 local vendors, live music, and hometown fun to the heart of downtown.



**Spartanburg** is known as the Hub City, a connecting point to other destinations. It's home to an eclectic mixture of activities and points of interest that provide a rich atmosphere. Whether you're an outdoor enthusiast, history buff, business mogul, college student, or artistic bohemian, the Hub City offers places and experiences to fit your style.



Spartanburg houses several hiking and biking trails, and outdoorsmen can enjoy kayaking and canoeing. For those with more of a flair for business, Spartanburg is home to BMW's only North American facility and is also known as a college town with eight diverse higher education institutions in its area. And the arts abound with museums and musical events.



Spartanburg is a beacon for foodies from around the world. Whether you are looking for fine dining with white linen or casual lunch counters, Spartanburg has a taste for everyone. Worldwide cuisine includes Japanese, Chinese, Thai, French, Italian, Greek, Jamaican, Irish, Mexican, and German.

Come home to a community of friends and family. Live where residents care about each other. Greenville and Spartanburg are places where culture flourishes and opportunity grows, where work/life balance is built into its core beliefs, where award-winning art and entertainment are always available, and education is a priority.

*Executive search services provided by Steven Baldwin Associates, LLC.*

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