

Jen Juul joins SSP America business development team



Jen Juul, Senior Director of Business Development and Strategic Communications, SSP America

SSP America, a division of [SSP Group](#), has appointed Jen Juul, a well-known and highly regarded business development professional, as the Senior Director of Business Development and Strategic Communications. SSP America is expanding its development team to meet the demands of its ongoing growth across airports in the United States and Canada.

As part of SSP America's accomplished business development team, Juul will have responsibilities for the acquisition of new business, identifying new local brands, and managing the company's renowned industry networking events. Juul will also serve as a primary interface with industry organizations as the SSP America team does all it can to be supportive of the larger aviation community.

Juul said, "The role created by SSP America is made to order for me as it leverages the experiences, I've had working in myriad roles leading business development initiatives. It is an honor to join this incredible team who work collaboratively to manage an impressive growth strategy. I'm look forward to contributing with my passion and solutions-oriented creativity."

Immediately prior to joining SSP America, Juul worked with a global food and hospitality company. She

also served as the business development manager for Airport Experience News following a decade of working as an independent consultant executing corporate events in the airport and hospitality industries. Juul's career includes a series of increasingly senior positions with Boston Beer Company where she was last the senior national account manager for airports and arenas. In this role she developed Samuel Adams restaurants through the entire life cycle from conception to operations.

Deputy Chief Executive Officer Pat Murray commented, "Given Jen's experience in business development and strategic partnerships, Jen offers a unique set of skills we will put to good use. We place a great deal of value in doing all we can to support and work collaboratively with our industry organizations. Given Jen's energy and drive, she'll be critical to our ongoing efforts. She will also be part of our business and brand development team which is incredibly important given our ongoing growth."