

Servy appoints new VP, Business Development

Servy has announced the appointment of Lauryn Mangum Reed as VP, Business Development. She will be responsible for expanding business development and strategic partnership activity for the Grab Airport Marketplace with airport authorities, developers and restaurant and retail partners throughout the Americas.



Mangum Reed's industry experience started in 2012 when her family opened a café as a subtenant of HMSHost. She played an integral role in the framework, opening, operations and staff training and became the Director of Sales and Marketing

After her years as Director of Sales and Marketing for Refuge Coffee Food and Wine, she was recruited by Stellar Partners, Inc. a leading airport retail operator based in Tampa, Florida. As the Business Development Coordinator, she coordinated requests for proposal (RFPs), worked closely with Airport Concession Disadvantaged Business Enterprise (ACDBE) partners during the RFP process and also assisted with ACDBE reporting to airports.

Mangum Reed transitioned to become Director of Innovation and Business Development, helping Stellar Partners to grow its position as a retail powerhouse through her emphasis on innovation, technology and strategy.

In 2018, she was appointed the Chair for the Airport Minority Advisory Council's (AMAC) Emerging Leaders Committee, which has quickly grown from a conceptualized initiative to a full force committee with highly anticipated and events well attended by young professionals, emerging leaders and industry legends.

Currently Mangum Reed serves as the newly elected AMAC Board Secretary and is a member of the Airports Council International-North America (ACI-NA) Business Diversity Committee Steering Group.

With a background in fashion, sales, branding and planning, and with an affinity for people, Mangum Reed also owns her own business consulting company and a financial literacy company, helping individuals qualify for personal and business credit needs.

Jeff Livney, Chief Experience Officer at Servy, said: "With her vast business experience and relationships across the airports industry, Lauryn is an excellent addition to our squad and one that will further strengthen our strategic partnerships. I'm looking forward to working with Lauryn as she brings her innovative approach and partnership-focused mindset to further improve, build and strengthen our industry relationships. We continue to expand our team with talented people who will help us realize our ambition of being the leading self-service platform for hospitality businesses across the world."

"I'm ecstatic to join the Servy Squad and help lead partnerships within the industry," said Mangum Reed. "The paradigm shift of digital innovation and adoption has created a unique time for Servy to realize its potential. I look forward to supporting my industry partners on this journey to improve the guest experience through self-service technology."