



For Immediate Release
November 17, 2017

Hartsfield-Jackson Leader Honored as ‘Top 40 Under 40’
Marketing director recognized for business innovation, rebranding efforts

ATLANTA – J’Aimeka “Jai” Ferrell, director of marketing and creative services at Hartsfield-Jackson Atlanta International Airport (ATL), was recognized as a ‘Top 40 Under 40’ leader in the November edition of Airport Business Magazine. Ferrell joins an elite group in the aviation industry based on her current success, penchant for innovative thinking and potential for growth.

During her tenure directing the marketing division, Ferrell successfully redesigned Hartsfield-Jackson’s website atl.com, launched the iFlyATL mobile app, and rebranded several services and products at the world’s busiest and most efficient airport. She leads a team responsible for promoting the Airport’s food, beverage and retail programs – all of which generated more than \$1 billion in revenue in 2016.

ATL is currently engaged in a multibillion-dollar capital improvement program that impacts all aspects of the Airport. Ferrell has assumed a leadership role in informing the public about the economic benefits of these projects as well as construction updates and traffic mitigation efforts.

Ferrell made her mark in the aviation industry in short order: She joined ATL in May 2015 after a decade in entertainment and sports marketing. She has participated in several industry-related conferences, and she recently served as a keynote speaker at the Equiip Global Aviation Summit in London.

Ferrell earned a Bachelor of Arts in theater studies from Spelman College in 2005, and she received a Master of Arts in communications from Georgia State University in 2009. The Atlanta native is as selfless as she is motivated: She is a community advocate for the English Avenue neighborhood, a low-income area located in the footprint of the new Mercedes-Benz Stadium in Atlanta. She is a mentor for the Atlanta Business Chronicle Mentoring Monday Women’s Program; a participant in the ATL Aviation Partners in Education program as a ‘Principal for a Day’ with Airport-area schools; and a volunteer for Read Across America.

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson (ATL) is the world’s most traveled and most efficient airport, serving more than 101 million passengers annually with nonstop service to more than 150 U.S. destinations and nearly 70 international destinations in more than 45 countries. ATL boasts a direct economic impact of \$34.8 billion in metro Atlanta and a total direct economic impact of \$70.9 billion in Georgia. The Airport is the largest employer in Georgia, with more than 63,000 employees. The Airport is a frequent recipient of awards of excellence for concessions, operations, sustainability, architectural engineering, and construction. ATL is

now in the midst of a \$6 billion capital improvement plan, ATL Next, that will modernize the domestic terminal and concourses, create new parking decks, construct a 300-room hotel, Class A commercial office space, add a new runway, new concourse and expand cargo facilities. For more information, go to www.atlanta-airport.com.

NOTE TO NEWS EDITORS

For HD broadcast quality b-roll of airport operations, events and generic interior/exterior shots, click here to view our ATL Video Newsroom: <https://vimeo.com/atlairport/channels>