

FOR RELEASE

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Travel Hospitality Leader Areas USA Names Pauline Armbrust Vice President of Marketing and Communications



Areas USA, Inc., a leading provider of food & beverage and retail services in the travel industry, is pleased to announce the appointment of Pauline Armbrust as Vice President of Marketing and Communications. A creator of airport concession and industry publications, Armbrust is responsible for designing, implementing and managing a comprehensive communications and marketing strategy for the company.

“Pauline is an integral part of our supercharged executive team which is well known for its collaborative and client centric culture,” says Areas chief executive officer Carlos Bernal. “Her expertise and experience will be invaluable as we push ahead with industry- leading initiatives that will continue to make our company a leader in the travel hospitality ecosystem.

The founder and former chief executive officer of Airport Revenue News (now Airport Experience News), Armbrust brings nearly 20 years of unique experience and insight into the airport concessions business.

Armbrust first published ARN in 1995 as a newsletter, which then transitioned to a magazine format in 2003. ARN was the first publication to exclusively cover the airport concessions business at a time when airports were evolving from traditional programs to the vibrant dining and retail centers they are today.

Armbrust also introduced the ARN Fact Book, an annual compilation of invaluable industry statistics. In 2006, she launched the first ARN Conference (now known as the AXN Conference) where the largest number of airport and concession executives meet to learn, network, and sign deals.

Most recently, Armbrust was chief executive officer of Palm Beach Gardens-based CityRevive, an online journal highlighting innovative development programs designed to make U.S. communities better.

“I am thrilled to rejoin this industry that I have missed so much, and at such an extraordinary time,” says Armbrust. “It is especially exciting to become part of a company I know is poised for impressive growth.”

A Florida native, Armbrust earned a Bachelor of Arts degree from the University of Miami and Master of Business Administration degree from George Washington University in Washington, DC.