

Bio for Cheryl Nashir

Cheryl Nashir, Associate Deputy Airport Director, Revenue Development & Management

Cheryl Nashir joined the staff at San Francisco International Airport in 2006 where she oversees all in-terminal concessions and services and rental car operations. Together with her staff she developed the acclaimed Terminal 2 with its 22 shops and eateries. Terminal 2 is presently the highest rated individual terminal in North America, based upon the international ASQ survey. She introduced a Slow Food focus to all food and beverage leases; rolled out an innovative incentive program promoting the rental of green vehicles; and developed two pop-up retail stores in the latest concourse re-development. Annual concessions revenue to the Airport is \$145M against current annual sales of \$927M. SFO ranks #3 among its North American peers in per passenger spending.

Cheryl spent one year working for Delaware North Companies of Buffalo, New York – a privilege to experience life as an airport tenant. She was the Assistant Director of Concessions at Orlando International Airport between 2002 and 2006 where she oversaw the construction of over 70 new stores and restaurants. Prior to Orlando, Cheryl held a number of positions in business management with the Metropolitan Washington Airports Authority between 1991 and 2002. Her last position in Washington was Manager of Concessions and Services at Ronald Reagan Washington National Airport.

She lives in Half Moon Bay, California.