

Jennifer Juul joins SSP America's business development team



Jennifer Juul, the senior director of business development and strategic communications

Jennifer Juul has joined [SSP America](#), a division of [SSP Group](#), as the senior director of business development and strategic communications. SSP America is currently expanding its development team to meet the demands of its ongoing growth.

Juul will have responsibilities for the acquisition of new business, identifying new local brands, and managing the company's industry networking events. Juul will also serve as a primary interface with industry organizations.

In a February 23 press release, Deputy Chief Executive Officer Pat Murray said, "Given Jen's experience in business development and strategic partnerships, Jen offers a unique set of skills we will put to good use. She will also be part of our business and brand development team which is incredibly important given our ongoing growth."

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 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.

Juul said in the release, "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 honour to join this incredible team who works collaboratively to manage an impressive growth strategy."