

Maria Martinez joins SSP's business development team



Maria Martinez, the newest addition to the business development team

Maria Martinez joins [SSP America](#), a division of [SSP Group](#), a leading operator of food and beverage brands in travel locations worldwide. The announcement comes at a time when SSP America is expanding its development team to meet the demands of its ongoing growth across airports in the United States, Canada, and Latin America.

Martinez will be responsible for identifying new restaurants and maintaining a portfolio of brand relationships in key markets. Martinez's portfolio will include a mix of local concepts which truly reflect what SSP America refers to as a "taste of place" — brands and concepts which define a region's culinary landscape as well as national brands. Martinez will also lead the brand development process during the design and construction phase to ensure each concept is translated effectively into an airport setting.

In a February 15 press release, Martinez said, "I'm excited to join SSP America as I begin a new chapter in my career. I'm passionate about sourcing and managing the local brands that make SSP America a unique company. It's an honour to be surrounded and inspired by the members of this incredible team. I'm also looking forward to continuing my efforts to serve this amazing industry through my volunteer work."

With over 15 years of experience in sales and business growth, Martinez was most recently the director of business development for a concessionaire. She also represented global brands such as UPS, IHOP, Applebee's, Jack in the Box and Qdoba. Martinez currently serves as part of the Board of Directors for AMAC and has volunteered for many years for the organization.

Deputy Chief Executive Officer Pat Murray said, "SSP America's sites are firmly set on the future as we expand our team to manage growth. We need leaders with passion, energy, and commitment — which Maria has and then some. I'm looking forward to seeing the results Maria produces as we continue our efforts to bring a 'taste of place' to the airports we serve."