

Servy appoints new VP, Business Development



Lauryn Mangum Reed, VP, Business Development, Servy

[Servy](#), the enterprise self-service platform for hospitality, as announced today that Lauryn Mangum Reed joins the squad as VP, Business Development. She will be responsible for expanding business development and strategic partnership activity for the [Grab Airport Marketplace](#) with airport authorities, developers and restaurant and retail partners throughout the Americas.

"I'm ecstatic to join the Servy Squad and help lead partnerships within the industry," she said. "The paradigm shift of digital innovation and adoption has created a unique time for Servy to realize its potential. I look forward to supporting my industry partners on this journey to improve the guest experience through self-service technology."

Mangum Reed's industry experience started in 2012 when her family opened a café in [Phoenix Sky Harbor International Airport](#) (The Refuge Coffee Food and Wine) as a subtenant of [HMSThost](#). She played an integral role in the framework, opening, operations and staff training and became the Director of Sales and Marketing.

In 2017, she was recruited by [Stellar Partners, Inc.](#), an airport retail operator based in Tampa, Florida. Previously, as the Business Development Coordinator, she supported the department in many facets, from coordinating requests for proposal (RFPs) to working closely with Airport Concession Disadvantaged Business Enterprise ([ACDBE](#)) partners during the RFP process and also assisting with ACDBE reporting to airports. She later transitioned to the Director of Innovation and Business Development, helping Stellar Partners to become an even larger retail powerhouse through her emphasis on innovation, technology and strategy.

In 2018, Mangum Reed was appointed the Chair for the Airport Minority Advisory Council's ([AMAC](#)) Emerging Leaders Committee, which has quickly grown from a conceptualized initiative to a full force committee with highly anticipated and well-attended events by young professionals, emerging leaders and industry legends. Currently she serves as the newly elected AMAC Board Secretary and is a member of the Airports Council International-North America ([ACI-NA](#)) Business Diversity Committee Steering Group.

With a background in fashion, sales, branding and planning, and an affinity for people, Mangum Reed has applied her experiences and skills to the aviation industry and is excited to be a part of its succession. She also owns her own business consulting company and a financial literacy company, helping individuals qualify for personal and business credit needs.

"With her vast business experience and relationships across the airports industry, Lauryn is an excellent addition to our squad and one that will further strengthen our strategic partnerships," said Jeff Livney, Chief Experience Officer at Servy. "I'm looking forward to working with Lauryn as she brings her innovative approach and partnership-focused mindset to further improve, build and strengthen our industry relationships. We continue to expand our team with talented people who will help us realize our ambition of being the leading self-service platform for hospitality businesses across the world."