

# Veteran restaurateur to head division of SSP America

[SSP America](#) has named Oscar Hernandez to the role of Vice President of Concepts and Development.

In this role he will serve as a key liaison to airport accounts with the goal of ensuring SSP America delivers authentic restaurants to airports that reflect a 'taste of place.' Hernandez will also lead efforts to pursue a portfolio of new business opportunities which includes identifying brands in each of these markets.

A 25-year restaurateur veteran, Hernandez has been part of the aviation industry since initially joining SSP America in 2007. He most recently served in role of Regional Vice President of Operations managing a significant portfolio of business located in the Western region of the United States and Canada. Hernandez was named SSP America's Director of the Year and has been consistently recognized for his region's outstanding financial performance.

Before joining SSP America Hernandez was an Executive Vice President for [AREAS USA](#) generating US\$235 million in annual revenues. He was previously the Vice President of Operations for Mimi's Café as part of [Bob Evans Farms](#) where he led efforts to grow sales and profitability for two divisions and new restaurant development. He also worked at [Darden Restaurants](#) and [Brinker International](#) as Senior Director of Operations and Area Director and General Manager, respectively. At Darden, Hernandez oversaw a portfolio of 35 restaurants across five states. At Brinker he had oversight of 10 restaurants in three states.

Hernandez will report to Patrick Murray, Deputy Chief Executive Officer and President of SSP America's new Central and South America region.