



# Lucy Cantu

## Air Service and Business Development Manager

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### SUMMARY

Air service and **business development** manager with six years of progressive airport experience across route analysis, **airline relations**, revenue development, tenant partnerships, airport administration, and market research. Builds data based cases for air service opportunities through **passenger demographics**, schedule patterns, competitive markets, financial analysis, and community demand. Presents clear recommendations to airport leaders, airline representatives, civic partners, and business stakeholders. Background includes airport budgets, lease and contract compliance, capital planning support, passenger and cargo growth programs, public information duties, emergency plan exercises, and customer experience initiatives. Working knowledge of **FAR Part 139** and Transportation Security Regulation Part 1542 supports sound coordination in active airport settings. Brings practical Excel analysis, aviation knowledge, relationship building, and independent judgment to long term airport growth.

### EXPERIENCE

#### Air Service Development Manager

Lakeshore Gateway Airport 📅 January 2024 - Present 📍 Green Bay, WI

Owns route development, airline engagement, revenue initiatives, tenant compliance, executive reporting, and emergency exercise support for a regional airport. Connects market evidence with practical growth decisions that strengthen passenger service, partner confidence, and long term financial performance.

- Built route cases from demand, fare, schedule, demographic, and competitive market data for airline discussions.
- Maintained airline, employer, tourism, tenant, and civic relationships, turning market insight into outreach priorities.
- Developed initiative budgets and tracked spending for air service promotion and revenue growth programs.
- Prepared Excel based **presentations** on route viability, passenger trends, **cargo** opportunities, and business priorities.
- Reviewed lease and contract commitments, documented exceptions, and coordinated follow up with **airport administration**.
- Supported **public information** updates and **Airport Emergency Plan** exercises during operational drills.

#### Business Development and Airport Administration Specialist

Fox Valley Aviation Center 📅 June 2022 - December 2023 📍 Oshkosh, WI

Supported airport business development, tenant administration, **financial analysis**, community engagement, **capital planning**, and regulatory documentation. Converted research into practical programs that supported aeronautical revenue, customer experience, operational readiness, and partner communication.

- Researched aviation markets and prospective tenants, shaping outreach plans for commercial opportunities.
- Maintained lease records, renewal dates, insurance files, and correspondence for airport tenant compliance.
- Built financial and statistical summaries for concession, hangar, service, and passenger initiatives.
- Coordinated conference preparation and community presentations using airport performance data and stakeholder briefs.
- Organized capital improvement cases around operational needs, customer impacts, and partner dependencies.
- Applied **FAR Part 139** and **Part 1542** knowledge when preparing operational and tenant materials.

### STRENGTHS

- ♥ **Market analysis**  
Built route cases from passenger, fare, schedule, and demographic evidence, giving airline discussions a clear business foundation.
- ✈ **Airline relations**  
Kept conversations active with planners, employers, tourism partners, and civic groups, turning scattered feedback into useful market insight.
- 📈 **Revenue focus**  
Connected budgets, tenant activity, cargo opportunities, and passenger programs with practical revenue goals. Partners gained a clearer path forward.
- ✍ **Clear presentations**  
Translated Excel analysis into concise executive briefings. Complex route questions became easier for leaders and community partners to discuss.
- 💎 **Operational judgment**  
Supported emergency exercises and public information work in active airport settings. Calm, factual coordination helped partners stay aligned.

### SKILLS

Air service development

Business development

Airline relations   Route analysis

Passenger demographics

Market research   Feasibility studies

Airport finance   Statistics

Revenue development

Cargo development

Lease compliance

Contract administration

Capital planning

Stakeholder engagement

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



● Air Service Development Manager at Lakeshore Gateway Airport (2.7 Years)

● Business Development and Airport Administration Specialist at Fox Valley Aviation Center (1.5 Years)

● Airport Planning Research Assistant at University Aviation Research Center (1.8 Years)

## Airport Planning Research Assistant

University Aviation Research Center 📅 August 2020 - May 2022 📍 Milwaukee, WI

Conducted supervised airport planning research involving passenger demand, airline schedules, regional economics, airport revenue, **cargo** development, and capital assumptions. Delivered concise analysis and presentation materials for faculty led briefings with aviation and community partners.

- Analyzed passenger, schedule, and regional economic datasets for airport planning and route research.
- Built Excel models comparing market leakage, nonstop availability, carrier schedules, and passenger demand.
- Prepared charts and statistical summaries for faculty briefings with airport and community partners.
- Researched airline **business models**, network planning, airport revenue sources, and cargo development trends.
- Reviewed airport planning documents, summarizing capital, operational, and commercial development assumptions.
- Presented technical findings clearly for academic and aviation audiences during research briefings.

## PROJECTS

### Regional Route Opportunity Study 📅 2023

Compared passenger demand, market leakage, schedules, fares, and regional competition to identify practical route development opportunities for airport stakeholders.

### Airport Revenue Initiative Review 📅 2022

Evaluated concession, hangar, service, tenant, and passenger experience opportunities through financial summaries and stakeholder research.

## LEADERSHIP & AWARDS

- Airport Emergency Exercise Planning Team member, coordinating partner participation and factual communication during 2024 exercises.
- Program Volunteer, Wisconsin Aviation Professionals Network, supporting aviation education and professional community engagement since 2023.

## EDUCATION

### Bachelor's Degree in Aviation Management

University of Wisconsin Oshkosh 🎓 GPA: 0 📅 2020 📍 Oshkosh, WI

***Coursework:*** Airport planning, aviation finance, airline operations, business development

## CERTIFICATIONS

- Airport Certified Employee, Operations 📅 2023
- Valid Wisconsin Driver's License 📅 2026

## TECHNICAL SKILLS

- **Market Research:** Passenger demographics, competitive markets, feasibility studies
- **Airline Planning:** Route analysis, network planning, schedule analysis
- **Financial Analysis:** Airport finance, budget development, revenue analysis
- **Statistical Analysis:** Statistical summaries, demand modeling, data interpretation
- **Microsoft Office:** Microsoft Excel, Microsoft Word, PowerPoint
- **Airport Compliance:** Lease compliance, contract records, enforcement documentation
- **Airport Regulations:** FAR Part 139, Part 1542, TSA requirements
- **Airport Development:** Capital planning, airport administration, facility priorities
- **Business Development:** Tenant outreach, sales development, partner engagement
- **Emergency Management:** Airport Emergency Plan, mock disaster drills, public information

## PROFESSIONAL AFFILIATIONS

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- Wisconsin Aviation Professionals Network, Program Volunteer, 2023 - Present.
- Airport Emergency Exercise Planning Team, 2024 - Present.

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST