

Board Profile: Felker W. Ward, III



Introduction:

Felker W. Ward, III, is an accomplished entrepreneur and airport concessions industry expert with over 30 years of experience. As the founder and Managing Member of Trans-Air Concessions, LLC, and as founder and President/ CEO of FWW Management, Inc. he has played a pivotal role in shaping the airport concessions landscape at major airports. His journey began as a cashier in duty-free stores while in college, and he has since risen through the ranks to become a trailblazer in the airport concessions sector.

Professional Background:

- Felker Ward's career trajectory in the airport concessions industry reflects his dedication, strategic thinking, and commitment to excellence.
- Concourse Manager, Concessions International, Inc., Tom Bradley International Airport (LAX): Managed nine Restaurants and Bars.
- Manager, Concessions International, Inc., Sea-Tac Airport (SEA): Over five years, supervised Airport Retail, including Gift and News stores and Food and Beverages locations including Burger King, Seattle's Best Coffee, and several other locations.
- Director of Special Projects, Concessions International, Inc.: Played a crucial role in the company's growth at Hartsfield-Jackson International Airport (HJAIA) and beyond. Led Business Development, negotiating concepts, designing spaces, oversaw unit completion, and led Serv Safe training nationwide for the company.
- Brainchild for the Budweiser Brewhouse Smoking Lounge on Concourse A in HJAIA, currently operating as Gordon Biersch which still a top 5 HJAIA revenue generator.
- In 2006, Founded Trans-Air Concessions, LLC, first operation was in Norfolk International Airport as Minority Food & Beverage firm. Currently operates 3 Atlanta Business Chronicle retail travel convenience locations and is a Hudson Group Joint Venture Partner with 18+ locations in HJAIA. TAC also has 5 locations under development in the Washington, D.C. (both Dulles and Reagan International Airports) with Jackmont Hospitality.
- In 2010, Founded FWW Management, Inc., which is a Minority Joint Venture Partner to Duty Free Americas operating two large retail locations on Concourses E & F in HJAIA, and is a

Minority Subtenant to Duty Free Americas in Dallas/ Fort-Worth International Airport operating 3 retail travel convenience locations and a coffee unit.

Notable Achievements:

- Instrumental in expanding Concessions International's presence at Hartsfield-Jackson International Airport and other major airports.
- Led the Business Development Department at Concessions International, negotiating and executing contracts for a range of concepts and locations.
- Designed and executed successful units including Charley's Grilled Subs, Sam Adams Bars, Miller Lite Bar, Wall Street Deli, Atlanta Bread Company, Seattle's Best Coffee kiosks, Coors Bar & Grille (Eagle County, CO), the Atlanta Business Chronicle, the Duty-Free Americas locations in HJIAA, the World News & Gifts and Caribou Coffee locations in DFW Airport, 5 new Food & Beverage locations in Dulles & Reagan, and more.

Education:

- Felker W. Ward, III, matriculated at Morehouse College in the Business School and graduated from Mercer University Stetson School of Business in 1993 with a dual degree in Management and Finance.
- Felker W. Ward, III has amassed extensive practical experience and expertise in the airport concessions field, honing his skills through hands-on work and strategic leadership.

Professional Affiliations:

Felker W. Ward, III's professional affiliations are a testament to his commitment to industry growth and excellence. Felker is a member of AMAC (Airport Minority Advisory Council), the Airport Experience, ACI (Airport Council International), the 100 Black Men of Atlanta, Alpha Phi Alpha Fraternity, Inc., and a former board member of the Atlanta Airport Interfaith Chaplaincy Board as well as the Wolf Creek Amphitheater Advisory Board.

Philosophy and Vision:

Felker W. Ward, III, is driven by a vision of innovation and customer-centric experiences in the airport concessions arena. He believes in creating spaces that not only meet travelers' needs but exceed their expectations, offering unique concepts that enhance the overall airport journey.

Summary:

Felker W. Ward, III, stands as a true pioneer in the aviation industry, particularly within the realm of airport concessions. His extensive career, notable achievements, and dedication to shaping exceptional passenger experiences make him a valuable asset to any board. With a passion for innovation and a proven track record of success, Felker Ward brings unparalleled insights and expertise to the table, ensuring the continued growth and enhancement of the airport concessions landscape.