



METROPOLITAN AIRPORTS COMMISSION

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Metropolitan Airports Commission selects Julie Lynn York as director of Strategic Marketing and Communications Department



MAC Director of Strategic Marketing and Communications Julie Lynn York. Courtesy of the Metropolitan Airports Commission

MINNEAPOLIS-ST. PAUL, Minn. — The Metropolitan Airports Commission (MAC) has selected Julie Lynn York as director of strategic marketing and communications following a competitive executive search process.

In her new role, York will lead the Strategic Marketing and Communications Department, with responsibility for developing the organization’s marketing and brand communication strategies and ensuring strategic alignment of all creative solutions and cross-divisional deliverables.

“Our marketing and communications team plays an important role in providing exceptional airport experiences for our travelers and other stakeholders,” said Brian Ryks, CEO of the Metropolitan Airports Commission. “We are excited to have Julie Lynn in place to lead the team and ensure our marketing and communications efforts enhance the work of our organization and the experiences of our stakeholders.”

York brings a depth and variety of marketing, communications and leadership experience to her new role. Most recently, York served as MAC’s assistant director of marketing and passenger engagement. Prior to that, York held leadership roles that included more than a decade at Brown-Forman Beverages, five years at Land O’Lakes and several years running her own integrated marketing business.

York has degrees in business administration and psychology from Concordia College in Moorhead, Minnesota, and she earned a Certified Digital Marketing Professional and Integrated Marketing Communications Graduate Certificate from the Opus College of Business at the University of St. Thomas.

“Julie Lynn has distinguished herself throughout her career by developing innovative strategic marketing and communications solutions that deliver outstanding business results for partners and clients,” said Naomi Pesky, MAC vice president of strategy and stakeholder engagement. “Julie Lynn’s commitment to results, focus on collaboration and strong planning skills will be great advantages in her new role.”

York started her new role on Wednesday, July 24. A competitive hiring process will take place to fill her vacated assistant director position in the coming weeks.

About The Metropolitan Airports Commission (MAC)

The Metropolitan Airports Commission (MAC) owns and operates one of the nation’s largest airport systems, including Minneapolis-St Paul International (MSP) and six general aviation airports. The MAC’s airports connect the region to the world and showcase Minnesota’s extraordinary culture to millions of passengers from around the globe who arrive or depart through MAC airports each year. Though a public corporation of the state of Minnesota, the organization is not funded by income or property taxes. Instead, the MAC’s operations are funded by rents and fees generated by users of its airports. For more information, visit www.metroairports.org.

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