



# METROPOLITAN AIRPORTS COMMISSION

## Media Release

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## The MAC selects David Morrisette as new assistant director for strategic marketing

**Morrisette brings extensive experience, skill to new role**



Assistant Director, Strategic Marketing David Morrisette. Courtesy of the Metropolitan Airports Commission

MINNEAPOLIS-ST. PAUL, Minn. — The Metropolitan Airports Commission (MAC) has selected David Morrisette as its new assistant director for strategic marketing following a competitive search. Morrisette joined the MAC, which owns and operates Minneapolis-St. Paul International Airport and six general aviation airports in the region, on Monday, Oct. 21.

In his new role, Morrisette will lead marketing strategy and implementation for the Strategic Marketing and Communications Department and serve as a key leader within the Strategy and Stakeholder Engagement Division. He will focus on efforts to drive passenger engagement, enhance brand awareness and effectively promote the concessions, parking, digital products and other services for the MAC. He will also oversee strategy and execution for the MAC's customer relationship management program.

"David brings an impressive track record of strategic insights and customer engagement to our award-winning strategic marketing and communications team," said MAC Vice President for Strategy and Stakeholder Engagement Naomi Pesky. "We are pleased to add his talents to the MAC, and we look forward to how his contributions will further accelerate the positive momentum of our marketing and communications initiatives."

Morrisette has more than 20 years of experience in marketing, advertising and media. Most recently, he was the managing director of digital experience at Minneapolis creative agency Yamamoto, where he created and managed project teams, combining internal resources and external specialists to create innovative digital experiences to build brands and drive conversion. He also served as the agency's director of client services, a role that included managing marketing plan development to deliver engaging customer experiences for key clients including Xcel Energy, Lenovo and Comcast. Prior to his time with Yamamoto, he was an account director and department leader at top marketing agencies across the Twin Cities, including Gage Marketing, McCracken Brooks, Campbell Mithun and BBDO.

"David is a strong advocate for a collaborative culture," said MAC Strategic Marketing and Communications Director Julie Lynn York. "Throughout his career, he has distinguished himself for his ability to work across disciplines from strategy to creative, combining brand and human insights, the power of technology, and compelling storytelling."

Morrisette holds a bachelor's degree in finance and marketing from the University of Minnesota.

*The Metropolitan Airports Commission (MAC) owns and operates one of the nation's largest airport systems, including [Minneapolis-St Paul International \(MSP\) Airport](#) 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](http://www.metroairports.org).*