

NAME: Brian Cobb

TITLE: Chief Innovation Officer

Brian Cobb was appointed Chief Innovation Officer of the Cincinnati/Northern Kentucky International Airport (CVG) in January, 2018. Brian joined CVG as its first Vice President of Customer Experience in July, 2010. He oversees the Airport's team of professionals working in the fields of Customer Relations and Terminal Services, Graphics and Signage, Housekeeping and Custodial Contracts, Information Technology, and Innovation programming. His role includes strategic competitive and experience advantages through effective facilitation and talent and technology acquisitions. The surrounding Region's status relies heavily upon CVG Airport's transportation advocacy, economic excellence and service superiority.



Brian is a native Cincinnatian, a resident of Union, Kentucky and a graduate of Embry-Riddle Aeronautical University, having received his bachelors degree in Aeronautical Science and holding commercial pilot and flight instructor licenses and associated aircraft ratings. He received Airport Council International's "International Airport Professional (IAP)" designation in 2013. He has over 25 years of aviation experience, working in both airline and airport sectors.

Among his key focal points are start-up innovations and integration into the airport ecosystem. Recent CVG wins include

- six (out of the last eight years) Skytrax award for Best Regional Airport - North America
- first domestic U.S. airport to
 - implement integrated Bluetooth and Wi-Fi sensing technology enabling accountability measures for minimized security wait times and improved customer experience
 - pilot study of advance mobility transport for passengers with reduced mobility
 - use of interior drone photography for advanced wayfinding purposes
 - integration of wearable technology for employee and enterprise management
 - deployment of IoT devices for monitoring and tracking 1980's people-mover technology
- founder of the *Leading Individuals Forward Together* (LIFT), a social engagement model for airport staff and disabilities organizations
- collaborative curation opportunity with massive scale, in-airport museum displays courtesy of the Cincinnati Museum Center
- street, pop-art, and interactive curation that includes famed global artists with a focus of live-events for customer engagement