

CAMILO MARTELO

Airline Director | Airport Operations | Guest Experience, Safety & Revenue Growth
Miramar, Florida, USA | +1 (954) 478-2391 | cami.martelo@gmail.com

Professional Summary

Airline Director with 20 years of leadership in airport operations, guest experience transformation, and multi-million-dollar revenue growth. Proven success managing 38 airports across 17 countries, leading high-performance teams, optimizing cost structures, and negotiating with regulators, government entities, and C-suite stakeholders. Recognized for driving operational excellence, safety, and innovation across airports in the US, Latin America and the Caribbean.

Core Competencies

- Multi-Airport Operations | Global Stakeholder Engagement | C-Suite Relationship Management
 - Contract Negotiations | Budget Optimization & Cost Efficiency | Labor Relations
 - Guest Experience Strategy | Revenue Growth | Public & Government Relations
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Professional Experience

Spirit Airlines – Leading ULCC of the Americas | 2007–Present

DIRECTOR, FLORIDA HUB & INTERNATIONAL OPERATIONS | MIRAMAR, FL | 2018–PRESENT

- Lead Spirit’s operation across 38 airports in 17 countries including the US (Florida), Latin America & the Caribbean. Main airports by size include Orlando (MCO) hub - second largest in the system, Miami (MIA), Tampa (TPA), and San Juan (SJU).
- Led the development and implementation of the Spirit’s “Five (5) Star Service Promise” program, driving a 30% improvement in GSAT/NPS scores by fostering a culture of service & developing performance reports for airports that enhanced visibility, accountability, and focus on guest experience results.
- Lead the strategy, execution and performance of all airport-based ancillary revenue programs across the company’s global network, driving growth in premium seating, carry-on sales and gate/counter upsell initiatives.
 - Delivered a 30% year-over-year increase in premium seats and carry-on ancillary revenue per guest (RPG) strengthening systemwide RPG performance while safeguarding guest satisfaction NPS and GSAT performance.
- Deliver industry-leading performance in Guest Experience (GX), MBR/WMBR, T:0, D:0, and FL. All KPIs above company goal.
- Maintain an industry leading aircraft ground damage record across airports of operation.
- Reduced handling costs across 10 airports by 15% through staffing consolidation & integrated staffing model.
- Negotiated airport space reductions, securing nearly \$1M in savings annually.
- Launched incentive programs (BAGC) cutting gate carry-on congestion by 30%.
- Introduced IDR project reducing inadmissible guests by 50% and saving over \$600K annually.

- Built and sustained relationships with the FAA, TSA, regulators, and elected officials to advance operational programs.

MANAGER, AIRPORT POLICIES AND PROCEDURES & SYSTEMS | MIRAMAR, FL | 2010–2018

- Directed regulatory compliance programs including Guest Service and Ramp manuals, Carry-on, Exit Seat, Will-Not-Carry HAZMAT, De-icing, fueling, and Contract of Carriage.
- Drove business case development and rollout of Navitaire and carry-on charge programs.
- Implemented new systems and automation to support airport operations and the guest experience.

MANAGER, AIRPORT SERVICES TRAINING | MIRAMAR, FL | 2007–2010

- Designed and delivered training programs for airport services staff across multiple airports.
- Improved operational consistency and safety through curriculum development and training.

American Airlines / BRI – Miami International Airport | 2004–2007

CUSTOMER SERVICE MANAGER – BAGGAGE SERVICE | MIAMI, FL | 2005–2007

- Led baggage operations for ~120 daily flights at MIA hub.
- Managed staffing, scheduling, and labor relations to support smooth operations.
- Resolved customer complaints related to baggage delays, cancellations, and employee behavior.

SERVICE AGENT – BAGGAGE SERVICE | MIAMI, FL | 2004–2005

- Supported baggage service operations, assisting passengers with delayed, lost, or damaged baggage.
- Delivered frontline customer service in a high-volume, high-pressure environment.

Miami-Dade College – School of Airline Management | 2010–2013

ADJUNCT PROFESSOR | MIAMI, FL | 2010–2013

- Taught Airline Management college credit courses, mentoring students advancing in the aviation industry.

Leadership & Awards

- Spirit Airlines Employee of the Year, 2020–2021
- Board Member – Spirit Airlines Charitable Foundation
- Board Member – Hispanic Chamber of Commerce
- NTSB – Air Safety Intern (Go Team)
- IATA – Customer Service Intern

Education & Licenses

- **Master of Business in Aviation (MBAA)** | Embry-Riddle Aeronautical University, FL – Dec 2022.
- **Bachelor of Science in Management** | Embry-Riddle Aeronautical University, FL – 2006
- **Commercial Pilot, Instrument Rating**