

## Sarah F. Procter, CCO at Copenhagen Optimization

ACI World Business Partner Advisory Board Candidate, Dec. 2023



With 17 years of experience in the Aviation Industry and a strong passion for fostering international business collaborations, Sarah is the Chief Commercial Officer with Copenhagen Optimization, a joint software and consultancy company. During her time with the company, the team has become a market leader in connected operations with over 54 FTE and + 50 airport clients worldwide. Sarah worked at Copenhagen Airports for nine years, holding various positions, including Director of Real Estate and Senior Route Development Manager and part of the top 40 management board at the airport. Sarah is highly passionate about aviation and creating a better, more efficient experience for all. With recent courses in Sustainability in Business from her MBA courses, Sarah has taken a front role in leading the Climate Council at Copenhagen

Optimization, identifying ways that efficient operations may help airports further accelerate their journey for decarbonization. Sarah is committed to promoting cross-border partnerships, pragmatically driving innovation, and addressing global business challenges.

### KEY PROFESSIONAL EXPERIENCE

**March 2017 – Current**



**Copenhagen Optimization – CCO (Global)**

Responsible for all Better Airport® & Copenhagen Optimization commercial activities.

**2017 – Current**



Sarah has represented Copenhagen Optimization as a WBP Member of the **ACI Europe** Passenger Facilitation Committee, **ACI-NA** BIT Committee, and the Innovation Task Force.

**Sep 2016 – Feb 2017**



**DSV Global Transport & Logistics – Senior Project Manager, Group Property**

Project lead on consolidation projects following the UTi and DSV fusion to ensure streamlined DSV Road, air & sea, and Solution operations. (Spain, Poland, Baltics, Norway, South Africa, United Kingdom)

**Feb 2015 – Aug 2016**



**RIB Software A/S – Business Development Manager Digital Twin, Europe**

Responsible for all Digital Twin iTWO 5D VDC large Enterprise sales in Europe. Client engagement, proof of concept, negotiation with contractors on BIM/VDC technology, and RIB project collaboration software solutions to the construction industry. iTWO certified Feb. 2015. Selected Mentor for the RIB Mentee Program.

**2012 – Feb 2015**



**Copenhagen Airports A/S – Director of Real Estate Sales (DK)**

Owner of the Airport Village strategy and all strategic initiatives, including

- the Service Excellence model for Tenants and the Tenancy Efficiency Model (TCO).
- Defined, produced, cross-organization alignment and execution of the Strategic initiatives (Hotel II, Conference center, landside feasibility study, Hangars + more)
- Manage CPH letting estate of 460.000m<sup>2</sup>, 400 lease agreements worth 200MDK annual revenue incl. Hilton Hotel.
- Responsible for optimizing CPH landside/airside areas.

**2012 – 2012**



**Copenhagen Airports A/S – Key Account Manager Real Estate (Sept – Nov) (DK)**

My primary work was concentrated on contract negotiation on both IT sales and Real Estate (leasing) as well as:

- Business case analysis from both a commercial and financial perspective
- New business sales & pipeline management

**2006 – 2012**



**Copenhagen Airports A/S – Route Development Manager/KAM (DK)**

Route Development Manager for Long Haul, Americas & Europe. The main goal was to secure growth in passenger and airline traffic for CPH. I was responsible for managing the commercial relationship with CPH's largest airline clients.

**2002 – 2006**



**PepsiCo International – Account Executive (UK)**

Account Executive within the High Street impulse retail team managed five high-profile national accounts (WH Smith & Block Busters).

**EDUCATION**

**2021 – 2024**

**2010 – 2011**

**MBA – AVT Business School, Copenhagen, Denmark.**

**Intensive Project Management course** (Mannaz) 20 ECTS.

**2007 – 2009**

**Copenhagen Business School (CBS)**

Graduate Diploma HD 2. part International Business Administration  
Thesis: Copenhagen Airport's position as Alliance Hub. Grade A-.

**2000 – 2003**

**Kingston University – Kingston upon Thames, London, England**

Degree: BA. Honors in Business Economics. Result: 2:1  
Key Modules: Economics of Corporate Strategy, Economics of Competition, Micro Economics, Macro Economics & Econometrics  
*Dissertation: OPEC – Crude Oil Pricing in the 21st Century Result: Grade A*

**Award:** Jim Nugent Memorial Prize for the best dissertation applying economics analysis to contemporary problems.

**REFERENCES**

Available on request and here <https://www.linkedin.com/in/sarahfprocter/>

**CONTACT INFO**

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