



DALLAS/FORT WORTH
INTERNATIONAL AIRPORT

Mary Jo A. Polidore
Vice President
Public Affairs

Ms. Polidore is Vice President of Communications and Public Affairs for Dallas/Fort Worth International Airport and is responsible for all external communications, stakeholder relations, media relations, social media and community relations for the fourth busiest airport in the world.

An experienced Communications and Public Affairs professional, her experience and expertise spans several business sectors – aerospace and defense, industrial manufacturing and finance, and includes leadership positions in all aspects of public relations, marketing, community and media relations and crisis communications. She has championed effective new media use in leadership and employee communications, and for advocacy-building, brand awareness and competitive differentiation.



Prior to her position with DFW Airport she served for over 15 years in a variety of progressive senior management positions in Communications and Public Affairs with Lockheed Martin leading Communication teams in four of the Corporation's major businesses. She championed change initiatives and was responsible for program communications, internal and external communications, media relations, philanthropy, international and crisis communications for various businesses within Lockheed Martin ranging in size from \$500 million to \$11 billion in sales.

A journalist by background and education, Ms. Polidore had her own Communications consultancy business for nearly seven years specializing in strategic communications and planning, marketing communications and advertising, and media relations. Prior to that she led Communications for Cooper Industries Crouse Hinds Division and also served as an adjunct professor at Syracuse University's Newhouse School of Public Communications in the graduate public relations program.

Ms. Polidore is active in the communities in which she has resided. She has been a member of the Board of Directors of United Ways in New York, Florida and Texas, and has been on the Board of Directors of arts organizations in Syracuse, NY and Orlando, FL. Currently, she is a member of the Board of Directors of the United Way of Tarrant County, Vice Chair of its Board of Directors and Chair of the Strategic Planning Committee. She also serves on the Fort Worth Chamber of Commerce International Committee and Fort Worth Sister Cities Board of Directors. She is a past member of the North Texas Leaders and Executives Advocating Diversity (LEAD) Advisory Council.