



# DEE M. ROBINSON

President & CEO



## Managing Partner

Hudson News ORD JV  
Hudson News Midway JV

## Senior Vice President Chief Operating Officer

OTG DCA, LLC  
OTG ORD, LLC

## Vice President Operations

Potbelly Airport II, LLC

## Managing Partner

Areas USA Robinson Hill JV

Dee Robinson is a strong entrepreneurial leader with a solutions-focused management approach and proven track record of successful results in growth, initiative, financial performance, creativity, and team building. Drawing on her varied experiences in advertising, consumer products, and banking, she founded Robinson Hill, Inc., a concessions management firm specializing in airports and other non-traditional locations across the U.S.

Robinson focuses on the core competencies of driving results, innovation, leadership, and inspiring others with planning and decision making. Key Robinson Hill brands include Ben and Jerry's Super Premium Ice Cream, Einstein Bros Bagels, and Potbelly Sandwich Works. Locally, Robinson Hill partners with the Hudson Group at both O'Hare and Midway airports. In addition, the Areas USA and Robinson Hill joint venture owns and manages the post-security food and beverage concession program at O'Hare's T5 Terminal with restaurants including Frontera Grill, Tocco Italiano, Kofe by Intelligentsia, Big Bowl, Hub 51, Wow Bao, Urban Olive, and R.J. Grunts.

Early on, Robinson learned the value of putting herself forward and the importance of actively seeking out opportunities. She specifically recalls volunteering to assist her economics professor on a project in which her research was credited in his book, and additionally lead to a feature in BusinessWeek. She now volunteers for a variety of speaking engagements to encourage young people to believe in their potential and create their own opportunities.

Over the past 20 years, Robinson counts developing "a sea of people", and notes this as one of her greatest successes. "I love the fact that I hire people, create jobs, and specifically that I

develop energetic people that strive to accomplish something greater than what they thought they could do."

Another key competency for Robinson is that she strongly believes that you have to be tenacious. She says that "In business, people have to understand that 'no' doesn't always mean 'no.'" At least not forever. She explains that perhaps the timing isn't right now, but that it doesn't mean that with the right value proposition, there will not be an opportunity later on. Robinson has used this persistence to help others find opportunities. In conjunction with the Illinois Gaming Board, she developed a directory to connect minority vendors to business opportunities for the riverboats industry, with the goal of leveling the playing field for minority companies and creating a win-win strategy for the Illinois business community.

Prior to Robinson Hill, Ms. Robinson founded Unity Square, which merchandised ethnic-inspired products through a strategic retail partnership with Sears, Roebuck and Company. Previously, she was an advertising executive for Leo Burnett managing accounts and strategies for new product introductions; an associate product director for Johnson and Johnson Consumer Products Company facilitating successful national launch campaigns for new products; and worked in commercial banking with A meritrust and Northern Trust. Ms. Robinson earned her Masters of Management degree from Northwestern University's J.L. Kellogg School of Management and a B.A. in Economics from the University of Pennsylvania. She also completed the Tuck School of Business at Dartmouth College's Executive Education program.

Ms. Robinson is a board Director for Wintrust Bank, serving on the Risk Management and

Audit Committees; the Illinois Gaming Board; the Meridian Healthcare Advisory Board, Kendall College Advisory Board, and the Committee for Amazon HQ2. Ms. Robinson is an active member of Economic Club, The Chicago Network, Business Leadership Council, Executive Club, EO (Entrepreneurs' Organization), and Chicago Yacht Club's Finance and Power Fleet Committees. Other involvements include the Airport Minority Advisory Council, Executive Club's Mentorship Initiative, Chaîne des Rotisseurs, Women's Foodservice Forum, and the National, Illinois, and Virginia Restaurant Associations. Other activities include the Kellogg and Penn Alumni Clubs, the Penn Club of NY, and various political and civic host committees.

Recognitions include The Chicago United Business Leaders of Color Award, Hedy Ratner & Carol Dougal Legacy Award, Women's Business Development Center's Entrepreneur of the Year Award, ETA Creative Arts Foundation's Giving Honor to Those Who Give Award, Speaker for Crain's Chicago Business Breakfast, Kellogg Graduate School of Business BMA Entrepreneur of the Year Alumni Award, Women's Leadership Exchange Compass Award, Enterprising Women Magazine Award, Woman of the Year Award from the Coalition for United Community Action-ORTC, Common Ground Foundation Leadership Award, Chicago Defender Woman of Excellence Award, Top 100 under 50 Executive Leaders Award, Black MBA Magazine's Entrepreneur of the Year, Ben & Jerry's Award of Excellence, and Airport Revenue News Best of Award Nominations for Small Retailer and Food & Beverage Operator with Highest Regard for Customer Service, Best Small News & Gift Operator, Best Food & Beverage Brand Operator for UFood Grill, and Best Overall Small Food & Beverage Operator.