# Airport Dimensions appoints digital expert to drive Connecta platform’s global expansion



Airport Dimensions, a prominent airport lounge operator known for its widespread physical presence, has appointed Jeff Livney as Vice President of Business Development, Digital Products to spearhead the global expansion of its Connecta platform. This strategic move highlights the company’s ambition to evolve into an omnichannel airport experience provider by blending physical and digital services into a unified, intelligent ecosystem that enhances the traveller journey while boosting airport commercial returns.

Based in London, Livney brings over a decade of experience in travel technology and product development, notably as co-founder of Servy, a self-service airport ordering platform that previously partnered with Airport Dimensions. He joins from GrayMatter Software Solutions, where he was Vice President of Products, having also experienced GrayMatter’s acquisition of Servy. His role will encompass driving the adoption of Connecta worldwide, securing new airport partnerships, and cultivating strategic alliances to strengthen the platform's capabilities.

Connecta, notably relaunched in June 2025 as Connecta+, is designed to integrate digital services, lounges, and commercial opportunities, enabling airports to leverage data-driven insights for early engagement, cross-selling, and enhanced passenger experiences. The platform aims to increase spend per passenger, deepen traveller relationships, and expand non-aeronautical revenue streams — a crucial factor as commercial optimisation beyond aeronautical income becomes increasingly important for airports globally. This strategic direction is backed by Airport Dimensions’ own research revealing that 94% of senior airport decision-makers regard digital capabilities as essential or important for improving commercial returns, with nearly half anticipating a fully integrated, end-to-end journey platform as critical within the next decade.

Livney emphasised the significance of digitising the airport experience to meet evolving traveller expectations for a digitally forward journey akin to their everyday digital interactions. While his initial focus will be on the Americas, where Airport Dimensions holds a significant number of lounge assets and sees substantial growth opportunities, the rollout of Connecta is planned at airports of various sizes worldwide.

Airport Dimensions, a part of the privately owned Collinson group, currently operates 87 airport lounges and experiences across multiple regions including North America, South America, Asia Pacific, the UK, and the Middle East. Its flagship Club Aspire lounge at London Heathrow was recently recognised as the World’s Leading Airport Lounge 2024 at the World Travel Awards. Beyond lounges, the company offers ancillary services such as sleep pods, food ordering, and contactless duty-free collection, aligning well with the digital transformation agenda emerging through Connecta.

The Connecta platform, developed in collaboration with GrayMatter, represents an extension of Airport Dimensions’ strategy to blend its physical footprint with digital innovation. The platform facilitates seamless cross-selling and upselling opportunities across lounges and other airport retail points. For example, travellers can order meals directly to their lounge seats or discover new retail experiences through a single integrated interface, enhancing convenience and commercial engagement simultaneously.

Mignon Buckingham, CEO of Airport Dimensions, highlighted Livney’s entrepreneurial experience and domain expertise in digital airport commerce as key assets to accelerating growth and pushing the boundaries of non-aeronautical revenue streams for the company’s airport partners. With rising passenger expectations and increasing lounge demand—Airport Dimensions welcomed over six million guests in 2023, marking a 35% increase from the previous year—the digital evolution facilitated by Connecta aims to keep pace with this upward trajectory in both service quality and commercial performance.

In summary, Airport Dimensions is strategically investing in its digital transformation through the Connecta platform and the appointment of Jeff Livney to lead this charge. This reflects the broader industry trend acknowledging the critical role of integrated digital services in enhancing traveller experiences, optimising commercial returns, and redefining the airport landscape in the digital era.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.trbusiness.com/regional-news/international/airport-dimensions-taps-ex-servy-co-founder-jeff-livney-to-drive-digital-growth/271280), [[4]](https://bdaily.co.uk/articles/2025/10/18/airport-dimensions-strengthens-digital-leadership)
* Paragraph 2 – [[1]](https://www.trbusiness.com/regional-news/international/airport-dimensions-taps-ex-servy-co-founder-jeff-livney-to-drive-digital-growth/271280), [[2]](https://airportimprovement.com/article/airport-dimensions-appoints-jeff-livney-as-vp-of-business-development-digital-products-to-drive-global-expansion-of-connecta-platform/), [[4]](https://bdaily.co.uk/articles/2025/10/18/airport-dimensions-strengthens-digital-leadership)
* Paragraph 3 – [[1]](https://www.trbusiness.com/regional-news/international/airport-dimensions-taps-ex-servy-co-founder-jeff-livney-to-drive-digital-growth/271280), [[3]](https://airportdimensions.com/news-and-insights/connecta), [[6]](https://www.airport-technology.com/news/airport-dimensions-connecta-digital-integration/)
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* Paragraph 5 – [[1]](https://www.trbusiness.com/regional-news/international/airport-dimensions-taps-ex-servy-co-founder-jeff-livney-to-drive-digital-growth/271280), [[5]](https://airportdimensions.com/news-and-insights/beyond-boundaries), [[6]](https://www.airport-technology.com/news/airport-dimensions-connecta-digital-integration/)
* Paragraph 6 – [[1]](https://www.trbusiness.com/regional-news/international/airport-dimensions-taps-ex-servy-co-founder-jeff-livney-to-drive-digital-growth/271280), [[7]](https://airportdimensions.com/news-and-insights/whats-raising-the-bar-in-airport-lounge-operations)

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## Bibliography

1. <https://www.trbusiness.com/regional-news/international/airport-dimensions-taps-ex-servy-co-founder-jeff-livney-to-drive-digital-growth/271280> - Please view link - unable to able to access data
2. <https://airportimprovement.com/article/airport-dimensions-appoints-jeff-livney-as-vp-of-business-development-digital-products-to-drive-global-expansion-of-connecta-platform/> - Airport Dimensions has appointed Jeff Livney as Vice President of Business Development, Digital Products, to lead the global expansion of its Connecta platform. This platform integrates digital services, lounges, and commercial opportunities into a unified ecosystem, aiming to enhance traveller experiences and boost airport revenue. Livney, previously Vice President of Products at GrayMatter Software Solutions and co-founder of Servy, brings over a decade of experience in travel technology, product development, and commercial strategy. At Airport Dimensions, he will drive adoption of Connecta worldwide, secure new airport contracts, and develop strategic partnerships to strengthen the platform’s capabilities.
3. <https://airportdimensions.com/news-and-insights/connecta> - Airport Dimensions has unveiled Connecta+, an advanced platform designed to seamlessly integrate digital services, lounges, and commercial opportunities into a single, intelligent ecosystem. This next-generation solution enables airports to unlock new revenue streams by boosting spend per passenger, deepening traveller relationships, and expanding non-aeronautical income, all while enhancing engagement and optimising the experience across every traveller touchpoint. Connecta+ advancements reinforce and accelerate Airport Dimensions’ leadership in delivering integrated physical and digital airport experiences.
4. <https://bdaily.co.uk/articles/2025/10/18/airport-dimensions-strengthens-digital-leadership> - London-headquartered Airport Dimensions has appointed Jeff Livney as Vice President of Business Development, Digital Products, to lead the global expansion of its Connecta platform. The platform integrates digital services, lounges, and commercial opportunities into a single ecosystem, designed to enhance traveller experiences and boost airport revenue. Jeff, previously Vice President of Products at GrayMatter Software Solutions and co-founder of Servy, brings over a decade of experience in travel technology, product development, and commercial strategy. At Airport Dimensions, he will drive adoption of Connecta worldwide, secure new airport contracts, and develop strategic partnerships to strengthen the platform’s capabilities.
5. <https://airportdimensions.com/news-and-insights/beyond-boundaries> - Airport Dimensions' Connecta platform seamlessly integrates airport digital services, lounges, and commercial opportunities into a single, intelligent ecosystem. Enabling cross-selling and upselling opportunities both in-lounges and across the airport. Imagine ordering your favourite restaurant meal directly to your lounge seat, or discovering new retail experiences through a single platform. Airports, concessionaires and lounge operators, collaborating together beyond traditional boundaries, will enhance the traveler experience and improve commercial performance for everyone.
6. <https://www.airport-technology.com/news/airport-dimensions-connecta-digital-integration/> - Airport Dimensions has launched its Connecta+ platform designed to integrate digital services, lounges, and commercial opportunities into a cohesive ecosystem. This solution is designed to allow airports enhance their revenue by increasing per-passenger spending, strengthening traveller relationships, and expanding non-aeronautical income while optimising the experience at every traveller touchpoint. Connecta+ has been developed in collaboration with GrayMatter, a technology and analytics firm. Airport Dimensions said that Connecta+ is being introduced progressively at lounge locations and is also available globally for airports looking to enhance passenger engagement and advance their digital ecosystems.
7. <https://airportdimensions.com/news-and-insights/whats-raising-the-bar-in-airport-lounge-operations> - With expectations of airport lounge experiences rising, Andrew Van Eden, VP, Global New Product & Innovations for Airport Dimensions across EMEA & APAC, explores some of the factors raising the bar in their operation around the world. Airport lounge demand continues to rise around the world. During 2023, we saw over six million guests welcomed in the lounges we operate with our partners, an increase of 35% on the previous year. This rising demand is running parallel with a shift in passenger expectations, as they increasingly appreciate the amenities and experiences lounges can offer, and airports recognise their commercial role.