

Delva J. King, Ph.D.

Delva J. King began her road to success with a strong educational foundation, earning a Bachelor's of Arts Degree in Psychology from North Texas State University (currently University of North Texas) in 1972, and a Master's of Arts Degree in Psychology from Texas Southern University in 1976. She culminated her formal education from Texas Woman's University with a Doctorate of Philosophy in Psychology in 1986. Her dissertation was on the "Development of Beginning Teachers Mentoring Program

After nearly twenty years of psychological services, Delva changed careers and joined her husband, Johnnie King, Jr., in the family business, The King Group, Inc., a full-service advertising agency. The King Group was listed on the Black Enterprises Magazine "Top 20 Black-Owned Advertising Agencies" for 10 years and was honored by the Dallas Advertising League as "Outstanding Minority Advertising Agency of the Year".

As owners of the largest African-American Advertising Agency in the Southwest, they were responsible for developing creative and strategic directions for major corporations in a variety of medium including radio, television, print and community outreach. She served as the senior account management officer for many of the clients of The King Group including The Texas Lottery, Southwest Airlines, Kroger Foods, Sally Beauty Supply, The Southland Corporation, Blockbuster.

Owner of consumer marketing research firm, Ethnic Focus Research, concentrating on qualitative research and analysis of primarily ethnic consumers. Conducted focus group research studies for major corporations throughout the country including Kentucky Fried Chicken, Churches Chicken, MacDonald's, Steak and Ale, Bennigans's, Chili's, Bank of America, Sally Beauty Supply and Six Flag's Over of Texas.

She developed Diversity Training programs throughout the restaurant industry including Brinker International, TGI Friday's, Johnny Carino's. The Diversity Training programs were individually designed based on research and included training from the executive wings of these companies to the kitchens of the restaurant

In 1996, Delva and her husband, Johnnie, diversified their business and enter into the airport concessions business partnerships with the opening of multiple TGI Friday's Restaurants at DFW Airport and shortly after, one Friday's at Philadelphia Airport. They later provided advertising services at Dallas' Love Field Airport. In 2005, the Kings entered the retail side of the concessions business with the awarding of the Buckaroo Duty-Free contract at DFW Airport.

In 2010, the Kings entered a partnership with Pappa's Restaurants and opened a Pappasito's and Pappadeaux Seafood Kitchen at DFW Airport. These restaurants have been the top-selling restaurants at DFW Airport.

In the Airport Concessions business, she is responsible for marketing research and marketing execution. She is involved in human resources development, new program execution and monitor all airport standard requirements.