AIR CANADA NAMES CRAIG LANDRY PRESIDENT OF THE AIR CANADA LEISURE GROUP

News / Personalities



Air Canada announced today that **Craig Landry**, currently Vice President, Marketing at Air Canada, has been appointed President of the A**ir Canada Leisure Group**. In his new position, Mr. Landry will be responsible for the integrated leisure group, which consists of the Air Canada Vacations tour operator business and the leisure airline Air Canada rouge.

“I am very pleased to announce Craig Landry’s appointment as the new President of the Air Canada Leisure Group. As Vice President of Marketing at Air Canada, Craig successfully managed and revitalized all facets of our brand, including new product development, as we embarked on our international expansion. He has also put Air Canada at the forefront of customer relationship management by enhancing our digital, social media and other communications channels. I look forward to Craig applying his talents and skills to advance Air Canada’s leadership position in the dynamic and highly competitive leisure travel market,” said Benjamin Smith, President, Passenger Airlines at Air Canada.

Mr. Landry was appointed Vice President, Marketing at Air Canada in August, 2010 and was responsible for eCommerce, Product Design, Brand Management, Advertising, Marketing

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Communications, Digital Marketing, Social Media, Sponsorships, Loyalty, Partner Marketing, CRM, Marketing Analytics, and New Product Development. Prior to this, he was Senior Vice President, Commercial for Aeroplan Canada, Air Canada's loyalty reward program and later Senior Vice President, Corporate Development for Groupe Aeroplan. He began his airline career at Air Canada in 1994 where he held a variety of positions primarily in Pricing, Yield Management and Network Planning. He holds a Master of Business Administration (MBA) and a Bachelor of Music, both from McGill University in Montreal.

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