



# AIR CANADA

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## **Air Canada Senior Vice-President People, Culture Arielle Meloul-Wechsler Assigned Additional Responsibilities for Corporate Communications**

MONTREAL, March 20, 2018 /CNW Telbec/ - Air Canada President and Chief Executive Officer Calin Rovinescu today announced that Arielle Meloul-Wechsler, Senior Vice President, People and Culture, will take on additional duties with responsibility for Corporate Communications at Air Canada.

"Arielle has wide management experience and a proven record of accomplishment, with Air Canada being named among Canada's Top 100 Employers for five consecutive years. Through her leadership of our successful culture change initiatives, which have also heightened customer engagement, she has been deeply involved in the most fundamental aspects of our transformation. This experience positions her well to effectively now also manage communications with our various stakeholders as we continue our path to become a leading global carrier," said Mr. Rovinescu.

In addition to her existing responsibilities, in her new role as Senior Vice President People, Culture & Communications, Ms. Meloul-Wechsler will oversee all aspects of Air Canada corporate communications, including social media, corporate reputation and employee communications. She will also lead Air Canada community investment programs focused mainly on the well-being of children and youth with management oversight of the Air Canada Foundation.

Ms. Meloul-Wechsler was appointed Senior Vice President, People and Culture in May 2017, responsible for overall leadership for human resources, labour relations, customer service training, employee communications, and culture change initiatives across the company. A member of Air Canada's executive team since September 2013, she was previously Senior Director and then Vice President, Human Resources. Prior to that, she was Assistant General Counsel and Director of Legal Services at Air Canada, where her practice groups included corporate financings, reorganizations, M&A transactions, business outsourcing arrangements, information technology, strategic purchasing and intellectual property. She is also Air Canada's Champion of Official Languages.

### **About Air Canada**

Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2017 served close to 48 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 60 in the United States and 98 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,300 airports in 191 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax, which also named Air Canada the 2017 Best Airline in North America. For more information, please visit: [www.aircanada.com/media](http://www.aircanada.com/media), follow @AirCanada on Twitter and join Air Canada on Facebook.

SOURCE Air Canada

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