



# AIR CANADA

[News Releases](#)

## Air Canada Announces Appointment of Lucie Guillemette as Chief Commercial Officer

MONTREAL, Dec. 20, 2016 /CNW Telbec/ - Air Canada President and Chief Executive Officer, Calin Rovinescu, today announced the appointment of Lucie Guillemette, previously Senior Vice President, Revenue Optimization, as Executive Vice President and Chief Commercial Officer. Ms. Guillemette is based at the airline's Montreal headquarters, joins the Executive Committee and continues to report to Benjamin Smith, President, Passenger Airlines.

"Lucie has continuously demonstrated her drive for excellence throughout her almost 30 years with Air Canada and has contributed significantly to our record revenues and profits," said Mr. Rovinescu. "As we continue to implement our business strategy to transform Air Canada into a global champion, Lucie's industry knowledge and proven leadership will position Air Canada well towards continued long term profitability."

In her role, Ms. Guillemette will be responsible for Air Canada's commercial strategy and revenue generation, including marketing, sales, network planning and revenue management. Prior to her appointment as Senior Vice President, Revenue Optimization in May 2015, she was Vice President, Revenue Management, a role held since February 2008. Ms. Guillemette joined Air Canada in 1987 as a Customer Service and Sales Agent, subsequently holding various positions in pricing, inventory control, product management and a number of senior marketing and commercial positions as well as Senior Director, Human Resources, where she had overall responsibility for the airline's employee services, talent and performance management programmes, linguistics and diversity.



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 2015 served more than 41 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 54 in the United States and 90 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 1,330 airports in 192 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. For more information, please visit: [www.aircanada.com](http://www.aircanada.com), follow @AirCanada on Twitter and join Air Canada on Facebook.

SOURCE Air Canada

To view this news release in HTML formatting, please use the following URL:  
<http://www.newswire.ca/en/releases/archive/December2016/20/c6858.html>

For further information: Isabelle Arthur (Montréal), [Isabelle.arthur@aircanada.ca](mailto:Isabelle.arthur@aircanada.ca), 514 422-5788; Peter Fitzpatrick (Toronto), [peter.fitzpatrick@aircanada.ca](mailto:peter.fitzpatrick@aircanada.ca), 416 263-5576; Angela Mah (Vancouver), [angela.mah@aircanada.ca](mailto:angela.mah@aircanada.ca), 604 270-5741; Internet: [aircanada.com](http://aircanada.com)

A STAR ALLIANCE MEMBER

