

Keith Wallis
Professional Bio

Keith Wallis has 25 years of experience in the airline industry. He has held various positions in Operations, Product Management, and most recently in Distribution and Payments.

Mr. Wallis is Air Canada's Senior Director, Distribution and Payments, where he is responsible for providing leadership direction on the global strategy and objectives relating to Product Distribution and Payment Solutions. This includes maximizing revenue performance and cost efficiency through the development of a global distribution and payments strategy, business development activities, and account management. He is responsible for the carrier's joint distribution strategy within Star Alliance, the overall commercial payment solutions portfolio, and the development of short and long-term objectives to position the Air Canada brand in the global marketplace.

Mr. Wallis is a member of the Board of Directors of UATP. He is also the Air Canada Board representative to the IATA Shop-Order Services Board, responsible for NDC, and is the Business Sponsor for the ATPCO Offer Content Council.

Mr. Wallis holds a Bachelor's degree from UNB, an MBA from McGill University and is a certified Six Sigma Black Belt.