

Keith Wallis  
Professional Bio

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

Mr. Wallis is Air Canada's Managing Director Customer Digital and Distribution, where he is responsible for all customer journeys across the airline's digital ecosystem, as well as the distribution of the airline's content across NDC-direct channels and non-direct channels. He is also leading the airline's payment strategy, including the development of new payment methods and technologies, and the overall payment technology architecture. With ownership of both the customer digital product and the distribution/payment strategy, Mr. Wallis is defining and executing how the airline markets, distributes, and sells its core air products, along with how it engages with its customers across all journey touchpoints.

Mr. Wallis is a current member of the Board of Directors of UATP. He is also a member and past-Chair of IATA's Distribution Advisory Council, and sits on ARC's Product Advisory Council.

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