



Andy Shibata
Air Canada
Vice-President of Brand

Andy Shibata joined Air Canada in 2016 as Managing Director of Brand to drive the company's global brand strategy. In 2020, he was appointed Vice President of Brand and today he leads Air Canada's storytelling, marketing and brand creative functions including livery and uniform branding, as well as product and promotional advertising for both Air Canada and Aeroplan, Canada's premier travel loyalty program.

Prior to joining Air Canada, Andy held a series of progressively advanced positions in financial services, packaged goods and retail industry brands, where he demonstrated leadership as a purpose-based marketer, focused on guiding organizations in their efforts to place values and promise at the heart of everything that they do for their customers.

With a distinct creative approach to problem-solving, Andy architects brand building strategies and has led award-winning teams focused on fortifying reputation and driving business results.

Andy holds an MBA from McGill University, and a B.Sc. from Concordia University in Montreal.

Outside of the office, Andy enjoys exploring the world with his wife and their two children. He is also an accomplished triathlete having competed in the Ironman World Championships in Kailua-Kona, Hawaii.