



Mark Nasr

Air Canada

Executive Vice President Marketing and Digital, and
President of Aeroplan

Mark Nasr is Air Canada's Executive Vice President, Marketing and Digital, and the President of Aeroplan. In this role, Mark is responsible for the overall Air Canada customer value proposition, including brand, marketing communications, commercial sponsorships, and the design and development of products and services for all Air Canada, Air Canada Rouge, and Air Canada Express flights worldwide. His team also includes Air Canada's global technology, digital and data professionals, managing the 24/7-operations of its digital channels and a cloud-first stack of over 400 applications supporting every facet of its operations.

As President of Aeroplan, Mark has responsibility for the Aeroplan loyalty group, including development, partnership management, operations, and financial performance. Mark joined Air Canada's executive team in January 2017.

Since joining Air Canada in 2016 as Managing Director, eCommerce, Loyalty Programs and Ancillary Revenues, Mark has spearheaded the vision and strategies for the new, transformed Aeroplan loyalty program that successfully launched in 2020. Most recently he led the introduction of Air Canada's new distribution capabilities (NDC) program, modernizing the technology platforms and commercial models used to support agencies and travel buyers worldwide.

Mark's 20-year career in the travel and hospitality industry includes career stops across three continents. After starting his career in hotel operations and revenue management at Hilton, Marriott and IHG properties, he joined the Continental Airlines management team in 2006, initially in Revenue Management and Decision Support, and later leading the airline's first Ancillary Revenues practice. In 2010 following the Continental merger, he joined United Airlines, first leading Ancillary Revenues, then Digital Channels, and finally, as head of Corporate Strategy and Development within the Finance division.

Mark earned a Bachelor of Science degree in Hospitality Business Administration; Concentration in Information Systems Management – Magna Cum Laude honors from Cornell University's School of Hotel Administration. Mark also holds a patent for check-in and ID scanning, a product used by approximately a dozen airlines, as well as a patent application for airline seating systems. In 2014, Mark's pioneering work in travel technology earned him a position on Crain's Business 20 in their 20's.