



**SELMA FILALI**

Senior Director of Marketing and E-Commerce at Air Canada Vacations

[Conference : Post COVID technical sales : Lastest trends to better sale – B2B](#)

A customer-centric marketer, she is constantly pushing the limits of commercial strategy and performance with the goal of enhancing the customer's experience at every step of their journey.

Throughout her career, Selma has led the enterprise level transformation of Air Canada's global digital practices and effectiveness through enhanced optimization, engaging award-winning branded content and innovative social practices.

Her passion for consumer brand marketing can be seen in her successful implementation of omnichannel, lifecycle and digital strategies that create authentic connections between our brand and our audience.

In her current role at Air Canada Vacations she is responsible for Marketing, Communications, E-Commerce, Customer Acquisition and Loyalty.