



Board of Directors 2017-2018

Industry Category: Transportation
Term: Effective AGM June 2017; Two years

Nominee: Robyn McVicker
Director, Marketing & Communications
Vancouver Airport Authority (YVR)



Robyn McVicker is the Director, Marketing and Communications for Vancouver Airport Authority (YVR). Robyn has more than 20 years' experience working for some of British Columbia's top destination organizations including Capilano Suspension Bridge Group of Companies, Canada Place and Vancouver Coast & Mountain Tourism Association.

At YVR, Robyn leads the marketing, communications and community relations programs including award winning airline partner marketing campaigns, Team YVR, crisis communications response, commercial marketing and re-designed community investment program – all for one of BC's Best Loved Brands. Vancouver International Airport (YVR) was named Best Airport in North America for a record 7 years in a row by Skytrax International Airport Awards. As the Director, Communications & Public Affairs at Canada Place, Robyn was responsible for growing the Canada Day celebration to an internationally recognized event, developing the War of 1812 Experience and leading the integration of the Main Media Centre at Canada Place for the 2010 Vancouver Olympic and Paralympic Games.

Robyn holds a Masters of Leadership from Royal Roads University and a Bachelor of Arts from Simon Fraser University. Previous volunteer positions include Co-Chair of the Downtown Vancouver Business Improvement Association Marketing & Place Making Committee and Board Member, Canadian Club of Vancouver.