

porter

BIOGRAPHY - Robert Deluce

May 1, 2018



Robert Deluce operates an airline out of the same airport where he learned to fly as a teenager. His path to becoming CEO and president of Porter Airlines began when his father, also a pilot, founded White River Air Services Limited in 1951. After he graduated from McGill University with a Bachelor of Science, Deluce joined the family business, launching his long career in the aviation industry.

His family went on to own NorOntair, Austin Airways, Air Creebec, Air Ontario, Air Manitoba and Air Alliance. When it formed Canada 3000 in 1988, Deluce was made president and CEO, a position he held for seven years. In 2001, he and partners founded REGCO Holdings with the intent to establish a regional airline at Toronto Island Airport, now known as Billy Bishop Toronto City Airport. Five years later, Porter Airlines was born and REGCO Holdings changed its name to Porter Aviation Holdings.

(more)

Photo for position only - <https://clubrunner.blob.core.windows.net/00000001153/Images/DeLuce-Robert-pic.JPG>

Information contained is based on assignment elements and is only for educational purposes.

(2)

Deluce now serves as Porter's president and CEO, overseeing its strategy, finances, commercial objectives and operational performance. He is also a member of Canada's Aviation Hall of Fame and has received the Queen Elizabeth II Diamond Jubilee Medal for his significant contribution and achievement to Canadians.

Continuing the family tradition, his son, Michael Deluce, serves as Porter's executive vice president and chief commercial officer. Robert Deluce still has a commercial pilot's license, and occasionally flies his own plane from Billy Bishop.

-30-

Media Contact:

Kate Oyston
Humber Assignment
WritingLab1@2017