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What is driving you to make the transition to sustainability?

I think there's two things; the first being that I'm a father of two young adults that are on the precipice of entering society and I want to make sure that they inherit a world that is liveable. The second thing is that I got 30 years in the industry that I've been in actually today and I'm finally in a position of leadership where I can actually help my company affect change. And so you know with those two things as drivers and it's really more about doing the right thing. I'm really excited to see how our industry which is typically one not thought of as CO2 footprint friendly can actually do something about it and take meaningful steps.

How has your approach to sustainability changed in the last five years?

It's now more top of mind than it ever has been before. Previously, we would see a lot of other countries particularly in Europe or Asia taking this topic much more serious and progressing much further and much more rapidly. And I think now here in North America, it's really our time to stand up and see what we can do to make this part of our everyday business.

What action holds the greatest potential to deliver the climate transition?

I think companies have to each take it upon themselves both individuals and companies and just make it happen. At the end of the day, you know, individual members of companies if they can somehow find a way to incorporate changes to go to net zero and do it in a profitable way, that's the Holy Grail, that's what we're all after.