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Miguel Rueda (miguel.rueda@aircanada.ca) holds the position of Director, Ethics and Compliance at Air Canada. He is based in Winnipeg, Manitoba, Canada.

Adam Turteltaub (adam.turteltaub@corporatecompliance.org) is Chief Engagement & Strategy Officer at SCCE & HCCA, based in Eden Prairie, Minnesota, USA.

Meet Miguel Rueda: A passionate ethics professional

By Miguel Rueda, MBA, CCEP, CFE, CIA, CRMA, and Adam Turteltaub

AT: Miguel, thanks for taking the time to talk with us. I'm curious to learn more about both your career as well as the ethics challenges of the airline industry. You've spent your entire professional career at Air Canada, joining back in 1998 and serving in many roles there. As someone who flies a lot, it seems to me that's not atypical. People in the industry tend to spend a career at the same airline. Is that correct?

MR: Hello Adam, I'm glad to talk to you as well. The airline industry is very dynamic and fascinating. Airlines are key not only to our transportation infrastructure, but also to our social fabric. I think the aviation industry offers many opportunities for career development and growth.

This, along with the opportunity to travel and see different parts of your country and the world, creates a sense of belonging that makes many people want to stay—sometimes for their entire careers.

AT: That must have an enormous impact on the culture. How does it affect things from a business ethics perspective?

MR: When a person feels like they belong in an organization—where they feel that they are not just a worker—they are more engaged. Business ethics is then no longer just about compliance. I feel like momentum is behind ethics in general, thanks in great part to the ever-increasing emphasis on social responsibility. Airlines are very important players in the current trends of corporate responsibility.

AT: I assume one of the ways you mitigate ethics risks is through training. How do you ensure the ethics training reaches everyone?

MR: Yes, ethics training is a big driver of culture. We want to make sure it's meaningful, accessible, and even fun! Fortunately, technology has made things easier. Making ethics training available through our learning management system, to which all employees have access, is a big part of the process along with tracking a number of key performance indicators.

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