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Duncan joined WestJet in April of 2002 as Senior Analyst Route Development. In 2003 he was appointed Director Sales and Business Development and in April 2006 Duncan was appointed VP of Sales.

He is responsible for the corporation's sales and business development teams and provides leadership in distribution objectives, strategies, and programs to meet long – and short-term goals.

Prior to WestJet, Duncan was with a New York based Coalition Loyalty startup in a business development role, prior to that he was with Nortel Networks in Mergers and Acquisitions role and at Canadian Airlines International where he held the position of Financial Controller Europe, Middle East and Africa. Duncan holds a Bachelor of Commerce Degree in Accounting and Finance from the University of Lethbridge.