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Ferdinand is the Head of Business Strategy & Community Management and Co-Founder of TrainingAid, an online platform specialized in skills training for tourism destinations and industry professionals. He is a tourism and digital strategy expert with a passion for practical digital marketing plans and techniques that help the online presence of travel and tourism websites. He has built his expertise in this area through many years of professional experience in organization and project management, web development, graphic design, and technology integration for both online and in-person educational programs.

He previously worked as the Membership and Operations Director for the The International Ecotourism Society, a global membership organization with 650 organization members in over 100 countries.

Ferdinand has a B.A. in Cultural Geography and Area Studies with concentrations on livelihood assurance in developing countries, sustainable tourism, and urban studies. He also has a background in tourism business and hospitality management.

He is an avid traveler and loves to discover new places by meeting local people and their culinary traditions.



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