

Jeremy Sampson ^[1]

Ecosystem Programme Communications Officer, IUCN Centre for Mediterranean Cooperation
Malaga, Andalusia, Spain

Jeremy Sampson is a marketing, communications, and community engagement specialist with extensive experience in sustainable tourism, international development, and nonprofit management. He currently works with IUCN Centre for Mediterranean Cooperation ^[2] at the cross-section of conservation and tourism, where he provides communications and management oversight for ecotourism projects. Other industry roles have included Vice President of Partnerships at international NGO Sustainable Travel International, President at leading eco-luxury operator GreenSpot Travel, and Adjunct Professor at the George Washington University's International Institute of Tourism Studies.

Jeremy has a passion for supporting emerging businesses and communities to increase their competitiveness and protect natural and cultural resources through product development, compelling storytelling, and sustainable operational models.

Jeremy was previously the program lead for the Sustainable Travel Leadership Network, through which he organized and facilitated the first-ever Travel and Tourism Collective Impact Summit. He was also the marketing and communications lead for the Sustainable Destinations Alliance for the Americas (SDAA) and Mesoamerican Reef Tourism Alliance (MARTI), both LAC-focused regional initiatives.

Jeremy has lead and contributed to a variety of projects during his career, focused on sustainability evaluation, planning, marketing, and communications, in more than 30 destinations including: Kenya, St. Croix (USVI), Dominica, Samoa, Namibia, Lanzarote (Canary Islands), Oregon, Norway, Spain, France, Italy, Greece, Croatia, and Albania.



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[2] <https://www.iucn.org/regions/mediterranean>

[3] <https://www.iucn.org/regions/mediterranean/projects/current-projects/mediterranean-ecotourism-destination-destimed>

[4] <https://www.linkedin.com/in/jeremyasampson/>