



Prof. Dr. Willy Legrand

Professor at IU International University
of Applied Sciences

Dr. Willy Legrand is Professor of Hospitality Management at the IU International University of Applied Sciences in Germany. Over the past two decades, he has established over two dozen undergraduate and graduate courses on sustainable development in tourism and hospitality management in Europe, South and North America, the Middle East, and Asia. He is the lead author of *Sustainability in the Hospitality Industry: Principles of Sustainable Operations* 4th ed (release Spring 2022).

Prof. Legrand is also the lead author of *Social Entrepreneurship in the Hospitality Industry: Strategies for Change* which is a timely addition tackling the many challenges facing the industry in the coming decade. He is an academic Partner to the Global Real Estate and Infrastructure (GRI Club) - Global Committee Sustainable Hospitality.

Finally, he co-chairs the HospitalityNet World Panel on Sustainability in Hospitality. The panel tackles all pressing sustainability issues and is supported by 100+ industry professionals, consultants, and scientific experts in a multidisciplinary, cross-sectional approach. The aim is to get sustainability anchored more than ever into the tourism and hospitality conversation and decision-making.



Rick Vanzura

CEO of Freight Farms

Rick is CEO of Freight Farms, a pioneer in modular farming with the world's largest network of IoT-connected farms spanning 49 states and 34 countries. Freight Farms offers a sustainable, hyper-local, fully traceable growing solution that is climate-independent, using no soil and minimal water.

Rick has spent the last 20+ years in President/C-level roles at major consumer brands. His background includes leadership positions across retail, restaurants, entertainment and technology. Rick's experience ranges from Fortune 500 companies to start-ups. He recently served as the original CEO of Wahlburgers, growing the celebrity burger concept from a single unit to a \$100 million brand, and prior to that served as co-COO of Panera Bread overseeing a number of functions including business development, merchandising, category management, analytical services and technology.

Rick's primary passion is around growing and transforming consumer and technology-enabled businesses. His career has been spent helping companies manage hard transitions -- start-up, growth, transformation and turnaround -- while undergoing dramatic change. His current role also reflects his interest in sustainability and environmental causes. He and his work have been featured in major publications including the New York Times, Washington Post, Wall Street Journal, Boston Globe, Businessweek and AdWeek. Rick received his BsC, Magna Cum Laude, from Santa Clara University and his MBA, with Distinction, from Harvard.



Gustavo Berlanga

Director of CSR at Toks Restaurants

Gustavo has been very successful in implementing high-impact sustainability projects in one of the leading restaurant chains in Mexico. Under his leadership, he has eradicated poverty in thousands of people nationwide and has programs that attend 16 Sustainable Development Goals.

He has three Master's degrees and a bachelor's degree in Administration and Finance at a major university in Mexico. He is a Ph.D. Student in Bioethics. He is a worldwide speaker, guest professor at Harvard University, and a Master's degree lecturer at Anahuac University, Mexico. He is a former member of the Board of the Global Compact NY and the former President of the network in Mexico. He is a counselor in several NGOs and the author of three books. He has received several accolades for his leadership in social responsibility.

He was the recipient of the Social Leadership Award from the Hong Kong Social Entrepreneurship Research Institute and was named by Spain's Corresponsables magazine as one of the most influential leaders in the sector. He also received the Benemérita Azul award from the University of Puebla, was named one of the 2017 SDG Pioneer by UN Global Compact in 2017, and was selected as one of the 100 most influential leaders in sustainability by the Real Leaders magazine. He is married, has two daughters, and loves to play tennis.



Lorraine Jenks

Global TEDx Speaker and Sustainability
Facilitator

Lorraine Jenks is a global TEDx speaker, a climate and ecocide activist, a sustainable procurement, supply chain, and circular economy guide with a special interest in responsible tourism and regenerative hospitality.

She is a teacher by profession and a certified Climate Reality Leader trained by Former US Vice President, Al Gore. She studied under the United Nations Eco-Labeling Project, the National Cleaner Production Programme, Green Building Council's Interior Design and Décor, Green Leaf Carbon Auditors and is a qualified Procurement and Supply Chain Manager.

Her career as an activist began in the 1970s when she worked with the new Environmental Protection Agency in California. After returning to South Africa Lorraine spent 15 years as a Contracts and Procurement Manager for Africa's largest hotel chain. It became her personal mission to find a more eco-friendly version of every product in her Purchasing Manual. Lorraine is the winner of 22 awards in the past ten years.

With her team, she also runs workshops, consults, and manages fully furnished "green" exhibition homes and hotels.

Twenty-one years ago she launched two leading non-profit "yellow page" product directories (not selling portals) which are used by up to 33,000 buyers every month: www.hotelstuff.co.za and www.greenstuff.co.za



Naomi Mackenzie

CEO of KITRO

With experience working in the food and beverage industry both in kitchens and service Naomi witnessed every day the enormous amount of edible food that is being thrown away. This has led her to commit herself to reducing the avoidable food waste in this sector. The environmental impact that KITRO could have inspires her to push it to its full potential and leave a positive footprint.

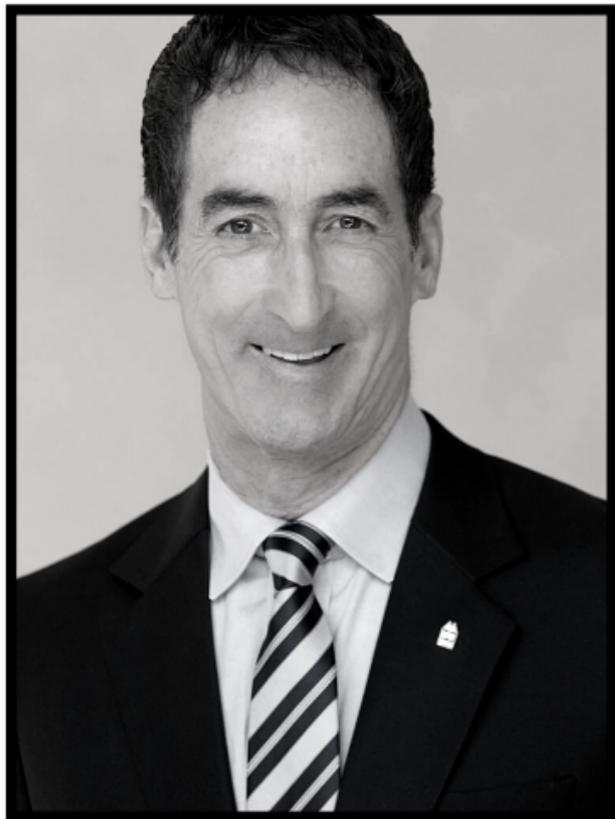
The idea behind KITRO originated during Naomi's educational studies at the Ecole hôtelière de Lausanne. Since then, she, together with co-founder Anastasia Hofmann, has been vigorously working to bring the hospitality industry a solution to tackle this growing issue of food waste. Their goal is to bring back the value of food, so that all food is appreciated and not wasted.



Daniel Levine

Keynote Speaker and Trends Futurist

Daniel Levine (DanielLevine.com) is one of the world's best-known trends experts. Called "the ultimate guru of cool" by CNN, he is the author of over 20 best-selling books and a frequent guest on international television and radio. Daniel is the executive director of the Avant-Guide Institute, a New York-based trends consultancy where he is the leader of a huge team of trend-spotters who track the latest ideas and experiences from around the globe. As a consultant, Daniel works with many of the top names in travel, including American Express, UNWTO, Caribbean Tourism Organization, Wyndham Hotels & Resorts, Virtuoso Network and many more.



Robert Rauch

CEO of RAR Hospitality and Associate
Faculty at Arizona State University

Robert Rauch, CHA, has over 40 years of hospitality-related management experience in all facets of the hospitality industry. Widely recognized as the "hotel guru," Mr. Rauch maintains a blog where he expounds upon insights and trends in the hospitality industry at www.hotelguru.com. Along with the blog, he also publishes Hospitality Insights, a monthly electronic newsletter.

Mr. Rauch held nearly every position in the hotel business including General Manager of full-service Four Diamond hotels for Hilton and Embassy Suites in Phoenix. With a bachelor's degree in Hotel Administration from Western International University and a master's degree in Tourism Administration from Arizona State University, Rauch has served as president or on the board of numerous tourism organizations in the United States.

Mr. Rauch is a Faculty Associate at Arizona State University where he teaches Entrepreneurial Recreation and Tourism and frequently speaks at industry conferences and meetings. He is widely quoted on television, radio and in numerous publications including the Wall Street Journal and currently holds leadership positions in the hospitality industry as well as operating his owned hotels at RAR Hospitality and running his consulting practice at R. A. Rauch & Associates, Inc.



Pierre-André Kruger

CEO of Nomad Lodges

Pierre-André Krueger is what one can call an “Explorer & Entrepreneur”. After a bachelor in business administration in Geneva, Switzerland and studies focused on marketing and hospitality development strategy at Cornell University, he founded the first tour operator in French-speaking Switzerland dedicated to exclusive journeys in South America.

After more than 30 years as a travel organizer and more than 150 inspection trips within South America, he decided to create Nomad Lodges, the first luxury sustainable hotel network in South America, focused on nature conservation and development of local cultures. Krueger defines “sustainable tourism” as a commitment and not a marketing strategy.



Christine Young

Managing Director at Green Caribe
Consulting

Christine Young is a Sustainability Practitioner for over 12 years and currently the Group Manager of the Health, Safety and Environmental Program at Sandals Resorts International. She is also the Managing Director of Green Caribe Consulting an organization that promotes sustainability within the tourism industry and is dedicated to resilience building for small island developing countries. As a sustainability professional Christine has played an integral role in the industry through her environmental work within the region including Trinidad and Tobago, Antigua, St Lucia and Barbados where she has done projects and extensive capacity building on issues related to environmental certification, waste management, climate change and general environmental awareness. She serves on the board of the Caribbean Alliance for sustainable Tourism as well as being the Co Chairperson for the Jamaica Hotel Sustainability Committee.

Her dedication and love for environmental awareness in children has inspired her to publish her first children's book in 2021- Tatianna's Ocean Adventures, a story about a curious little hawksbill turtle that travels the globe. With more than fifteen years of experience in hospitality operations, sustainability and health and safety, she has worked with several organizations in the and has led several projects with international organizations such as the OAS (Ecosystem Evaluation Assessment) , the FAO (Sustainable Forestry and Artisans Project) and USAID.



Cassia Patel

Program Director at Oceanic Global

Cassia Patel is the Program Director of Oceanic Global, an international nonprofit that engages new audiences in ocean conservation. Her work with Oceanic Global includes overseeing their grassroots initiatives, policy reform efforts, educational programming, and their industry solutions program, a sustainability verification system for adopting sustainable practices that meet both business and environmental needs with a focus on eliminating single-use plastics and improving waste management. Cassia has formal training as an environmental engineer, underwater research biologist, and in sustainable design as an accredited LEED GA, WELL AP, and RESET AP.



Ian Yeoman

Tourism Futurist and Associate Professor
at Victoria University of Wellington

Ian Yeoman is an advocate for the future of tourism. Ian is an Associate Professor at Victoria University of Wellington and Visiting Professors at the European Tourism Futures Institute and Ulster University. He is the editor of the Journal of Revenue and Pricing Management, co-editor of the Journal of Tourism Futures and co-editor of Channelview's Tourism Futures series. Author and editor of over twenty books.

He presently has one book at the printers called Science Fiction, Disruption and Tourism (with Drs Una McMahon-Beattie & Marianna Sigala) which is due for publication in November 2021. He is also writing three other books, Global Scenarios for Tourism (sole author), Scenario Planning and Tourism Futures (authored with Drs Albert Postma & Stefan Hartman) and Future(s) of Food Tourism (co-edited with Drs Una McMahon-Beattie, Errang Park & Sean Kim).

Outside the future, Ian is New Zealand's number one Sunderland AFC fan and Vice President of New Zealand SKAL. Ian is a keen photographer with a genre for street photography and creative landscapes. He was also a contestant in MasterChef UK in 2000, but was knocked out in the first round.



Matthew Lambert

Managing Director at Summit

Matthew Lambert is an experienced executive within business intelligence, sales, new business development, and commercial finance for blue-chip companies. Matt took control of Summit, which forms part of the Invictus Education Group in 2018, with a view to combining his education and commercial experience in order to create training models that impact businesses through the use of human capital. Matt has a passion for innovation and doing things differently which stems from his immense involvement and drive to eradicate unemployment among South Africa's youth.

His purpose as the current Managing Director of Summit is to address fundamental structural issues within Africa and to break the barriers to skills development among non-participating economic contributors of our society. By the end of 2024, Matt aims to have trained 330 000 productive learners in South Africa. Matt's determined mindset and leadership has resulted in numerous reputable organisations solving high stake business challenges through engaging, collaborative, and applied learning at scale. He is disrupting old-school training methodologies to provide ground-breaking solutions to challenges that many organisations face and to guide these enterprises to economic resilience and big-scale financial triumphs.

Matt aims to continue innovating Summit in order to help other businesses thrive through immeasurable expertise in developing the skills that benefit people in any professional environment.



Dr. Nicola Palmer

Head of Doctoral Training at Sheffield
Hallam University

Nicola is Head of Doctoral Training, Deputy Chair of the Research Degrees Committee, and the institutional lead for professional doctorates at Sheffield Hallam University. She is an internationally recognised tourism academic who has made intellectual contributions to tourism governance - the application of power, resources, rules, and coordination and cooperation among numerous tourism actors. Her academic research draws on political economy and political ecology to generate new knowledge on ways in which social status, legitimacy, and power play a key role in the dynamics of sustainable community-based tourism development by stimulating local economies, conserving the environment, developing people's livelihoods, and changing lives.

Nicola teaches research methods to postgraduate students at the University of York and is an active doctoral research supervisor and examiner. She is internationally and regionally-engaged with academic and non-academic organizations and has project managed consultancy for the EU, government offices, regional development agencies (RDAs), and destination marketing organisations (DMOs). She sits on the sit on the EFMD Doctoral Steering Group and is Chair of the Board of Trustees for The Steel Man project (<http://www.thesteelman.co.uk/>), a Curatorial Volunteer at the National Coal Mining Museum for England (NCMME) and a Writing Mentor at Grimm & Co. children's literacy charity.



Laura Turley

Teaching Assistant and PhD Candidate at
the University of Geneva

Laura Turley has been working with the International Institute for Sustainable Development (IISD) since 2012, first as a Project Officer and currently as an Associate. She has overseen projects on public procurement, sustainable infrastructure, investment policy and voluntary sustainability standards. Laura has provided research, advisory and training services to the governments of India, South Africa, Bhutan, Switzerland, the Netherlands, Chile, Argentina and the East African Community.

Laura is also a teaching assistant at the University of Geneva, where she is currently pursuing a PhD on large water infrastructure and climate change. She also holds an MSc (Water Science and Policy) from the University of Oxford and a B.A. Hons (International Development) from McGill University. She previously held positions as a Research Associate at the Smith School for Enterprise and Environment at the University of Oxford, and as a Course Instructor at the Geneva Business School.



Tora Löf

Co-Founder & Head Food Rebel at COOS

Tora Löf is the co-founder of COOS Change Agency, research and design lab on a mission to change the food system for the better. COOS develops food resilience programmes mainly for municipalities and destinations. They are a field unit connecting dots and working systemically to achieve tangible, people-friendly & planet-friendly change. We work with a transversal and collaborative approach which allows us to surround ourselves with brilliant talents while staying small and quick on their feet.

Tora is originally Swedish but grew up in the Swiss Alps. With a background in communication and digital marketing and she has always had a fascination for the question why and putting important matters in interesting contexts. In order to combine business and doing good, she has also pursued a Master in Business Innovation.



Prof. Geoffrey Lipman

Co-Founder at The SUNx Program,
President SUNx Malta

Geoffrey Lipman was the former Exec. Director IATA: First President WTTC: Ass. Secretary General UNWTO and is currently Co-founder and President at SUNx Malta (Strong Universal Network). He has played a key role in emergence of Tourism as a serious socio-economic sector through various roles. As Executive Director at IATA in the 1970's he helped drive a new liberalization agenda, responding to airline deregulation. As the first President of WTTC throughout the 1990's, he worked to pioneer new systems of measuring the sector, creating CSR Certification and supporting China's efforts to open Tourism markets. As Assistant Secretary General of UNWTO, in the first decade of this millennium, he spearheaded new development support systems, led the Davos Climate Summit and launched G20 Summit recognition program.

He served on public / private sector Boards in Africa, Europe, Middle East and Canada: Tourism Envoy to UNDP Administrator; Member EU Commissions on Airline Liberalization and on Tourism Employment: Environment Advisor to the Governor of Jeju Island, Korea: President ICTP (International Coalition of Tourism Partners). He worked closely with the World Economic Forum since the early 90's on its Competitiveness and Smart Travel activities. He has written / lectured widely on tourism strategy, sustainability & liberalization; co-author/ editor of two books and numerous journal articles on Green Growth & Travelism as a visiting Professor, Victoria U. Australia and Hasselt U. Belgium. Co-author two major EIU studies on airline liberalization.



Co-founder of Beelong, Charlotte has over 8 years of experience in the environmental study of food products and in accompanying Swiss institutions towards more sustainable food.

After graduating from Ecole hôtelière de Lausanne (EHL) in 2012 and several experiences in the restaurant business, Charlotte has developed a passion for food and its environmental impact on our planet. Because the way we consume and use natural resources needs to be rethought, and because food alone accounts for nearly 30% of greenhouse gas emissions, in 2014 she co-founded the company Beelong which calculates eco-scores for food products. The company now works throughout Switzerland with committed actors from the restaurant, food industry and retail sectors to promote transparency in our food system and more sustainable diets.

Charlotte de La Baume

Co-founder & Managing Director at
Beelong eco-score



Selma Abualia

Director MENA at Producers Market

Selma is an award-winning chef (Top Chef MENA 2012) turned agri-food tech enthusiast who is passionate about building impactful solutions to big problems in the food industry. She has over a decade of experience leading projects in the global hospitality industry and is a graduate of The Royal Academy of Culinary Arts in Jordan, previously an affiliate of Les Roches, Switzerland. The shift in opportunity to agri-food tech is now her main focus with Producers Trust, a technology startup solving the problem of global producers' equity with headquarters in Abu Dhabi at Hub71.



Nancy Landrum

Professor of Sustainability Management
at Loyola University Chicago

Nancy E. Landrum, Ph.D. is a Professor of Sustainability Management at Loyola University Chicago's Quinlan School of Business and School of Environmental Sustainability. Dr. Landrum is co-author of *Sustainable Business: An Executive's Primer*, co-founder of the Sustainable Business Network of Central Arkansas, and Principal at Sustainable Business Design Consulting. She received her Ph.D. from New Mexico State University and has received awards for sustainability research, teaching, and service, including Eco-Hero in the state of Arkansas and two Fulbright grants. Dr. Landrum's interests are in sustainable business practices, biomimicry, strong sustainability, ecological economics, circular economy, and base of the pyramid strategies.