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|  | **logo-withtag.png**  **Name:** Seleni Matus  **Title:** Vice President of Global Programs  **Organization:** Sustainable Travel International  **E-mail:** selenim@sustainabletravel.org  **Tel:** +1 571.201.7197 |
| **Seleni Matus** is Sustainable Travel International’s leading expert on sustainable destination management. She has more than 14 years of international experience designing and directing large-scale and multi-stakeholder initiatives that have mainstreamed sustainable tourism principles into key sectors of the tourism industry. She has worked in close collaboration with governments and private sector in tourism destinations throughout Latin America and the Caribbean to develop and implement destination-level sustainable management plans and programs.  Prior to joining Sustainable Travel International, Seleni was Senior Advisor at Conservation International’s Center for Environmental Leadership in Business. She has co-authored several publications including *From Ship to Shore: Sustainable Stewardship in Cruise Destinations*; *Linking Communities, Tourism & Conservation: A Tourism Assessment Process*; and *Tourism and Biodiversity: Mapping Tourism’s Global Footprint*.  More recently, she served as Belize’s Director of Tourism directing an unprecedented organizational change process in which the Belize Tourism Board’s strategic programs were recalibrated to more effectively meet the demands of a fiercely competitive global marketplace.  Seleni was instrumental in the establishment of the Mesoamerican Ecotourism Alliance serving as a founding member and its first President. More recently she also served on the Global Sustainable Tourism Council’s Board of Directors. | |