

CONCURRENT SESSION 1A

Speaker Bio



Adam Brennen Smith

Director of Environmental
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Explore Edmonton

Adam Brennan-Smith is the Director of Social & Environmental Sustainability at Explore Edmonton, the premier Destination Marketing and Management Organization in the city and manages the sustainability activations at both the Edmonton Convention Centre and the Edmonton EXPO Centre. Born and raised on beautiful Vancouver Island, Adam comes from an MBA background in Sustainable Innovation from The University of Victoria and is very passionate to lead the regenerative transformation of the tourism space. Adam loves being in remote nature, spending much of his time bowhunting Elk in the Alberta backcountry and camping with his growing family. He lives for engagement opportunities to talk about sustainability, conservation, and out part to play in protecting the natural world."