



WILDERNESS CHIEF B2B SALES OFFICER & SOUTH AFRICA MD SIMON STOBBS

With an unparalleled passion for conservation tourism, and 23 years' experience in the industry, Simon drives the company's B2B strategy, Yield and Revenue Management and the South Africa business. He was welcomed to the Wilderness EXCO in June 2022.

Simon Stobbs completed a postgraduate degree in psychology before working as a Human Resources Manager at an IT company for three years. However, in 1999 he decided to follow his passion, and began working as a guide in the Sabi Sand Game Reserve in South Africa; now, 23 years later, he has never looked back!

During his subsequent years as a private guide, Simon developed a profound understanding of many African countries through both lodge-based and private guiding in Botswana, Kenya, Namibia, Rwanda, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. He also ran a tour operating business, working closely with Wilderness Safaris as a valued partner for many years.

His journey with Wilderness began in 2005, when he joined the company as a guide to pursue his dream of working in the Pafuri section of the Kruger National Park. It was during this time that he was exposed to a Children in the Wilderness camp – a humbling experience that introduced him to some of the company's core philosophies.

After two years of guiding, and another few years in sales, Simon then joined the Wilderness North America Sales team as a Business Unit Manager. During this time, his passion for conservation tourism grew immensely, as did a sincere appreciation for the company's commitment to conservation and community empowerment.

Simon was promoted to Wilderness Chief Sales Officer in September 2020, taking on additional responsibilities as the company's MD for its South African business in June 2021, an exciting step in his Wilderness career. A passionate and dedicated leader, Simon is deeply committed to the welfare of his team, and ensuring that the South African business continues to drive many of the company's commercial streams as effectively as possible.

"I am greatly looking forward to this next leg of my own personal journey, as well as those that we craft for our guests, ultimately growing our positive conservation footprint", Simon notes.

About Wilderness:

Wilderness is a world-leading conservation and hospitality company, offering unforgettable and exclusive adventures that positively impact conservation and communities. Operating in eight countries, with more than 60 exceptional camps and lodges, Wilderness helps protect some 2.3 million hectares (6 million acres) of exclusive wilderness. Its goal – to double that by 2030. Wilderness has been creating impactful journeys for four decades, with its beginnings in Botswana in 1983. Wilderness' purpose today is stronger than ever: To increase the world's wilderness, together.

www.wildernessdestinations.com

