



## HADLEY ALLEN

### Wilderness Chief Commercial Officer

With a career in the travel and hospitality industry spanning some two decades, Hadley Allen joined Wilderness Safaris as Chief Commercial Officer (CCO) in April 2020 to oversee the company's Sales, Marketing and Reservations divisions, seek new channels to the market, and ensure brand alignment across all areas.

With her far-ranging, global experience – which includes marketing, branding, digital strategy and managing global partnerships – Hadley is ideally placed to enhance Wilderness Safaris' business objectives, and to ensure that all functions of the company are aligned to meet both its short- and long-term commercial objectives.

Before joining Wilderness, Hadley ran a marketing strategy consulting business, focusing on luxury hotels, adventure travel operators, outdoor retailers and many others. She has also worked at Starwood Hotels – acquired by Marriott International during Hadley's tenure – where she ran the Global Partnerships team, worked on the loyalty programme in marketing and branding, and managed digital strategy for several of their luxury hotel brands. Prior to this, Hadley worked in travel and product marketing at American Express, as well as marketing for several boutique hotels.

US-born Hadley is based in Greenwich, Connecticut, and holds a Bachelor's degree from Colorado College and an MBA from the Tuck School of Business at Dartmouth, New Hampshire. She hails from the Mountain West, where she grew up with a deep love for wild spaces. Over the years, she has worked with local governments to secure land bonds for dedicated open space. Additionally, she has served on the board of the Mountain Trails Foundation and has worked with the Greenwich Land Trust.

Hadley is honoured to be part of Wilderness Safaris' EXCO team, and to be able work with people who genuinely care about preserving their ecosystems, while providing the very best guest experiences. "I firmly believe that time spent in wild places awakens the soul and fundamentally transforms the way people view the world – if we give guests the authentic and profound experience of time spent in African landscapes, they will go home as ardent advocates of the world's open spaces", she notes.

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#### About Wilderness Safaris:

Wilderness Safaris, Africa's largest hospitality and conservation company, operates in seven countries and across more than 40 exceptional camps and lodges. Located in some of the continent's most remote, pristine and game-rich wilderness areas, the company offers unforgettable and exclusive adventures that help preserve biodiversity, conserve wildlife and uplift local communities. Wilderness Safaris believes in creating impactful journeys, which it has been doing for some four decades. The company's purpose today is stronger than ever, in its dedication to conserving and restoring Africa's wilderness and wildlife.



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