



KEITH VINCENT

Wilderness Safaris CEO

Keith has been committed to the Wilderness Group for over 20 years, playing an instrumental role in creating a strong company culture, centred on making a positive impact to conservation and community empowerment. He was appointed CEO for Wilderness Safaris in July 2013.

Growing up in Zimbabwe, Keith knew at the age of nine that he wanted to contribute to the conservation of his country's wildlife, and the protection of its wilderness areas. He developed a love for the outdoors and natural history of the country, becoming a professional guide in 1980. He then worked throughout Zimbabwe for various safari companies before settling in Victoria Falls in 1984. Keith began working for Wilderness Safaris in 1993 and has never looked back.

After six years as Wilderness Safaris' Chief Operations Officer, Keith was appointed CEO for Wilderness Safaris in July 2013. In order to initiate the next level of growth within the business, and in order for the Group to achieve this next phase of development, he moved to a more focused role as CEO for the Wilderness Group in November 2018.

Keith is extremely proud of the remarkable people who have grown the company to where it is today, and looks forward to ensuring that the Wilderness Group continues to make a difference, building further sustainable conservation economies in Africa.

Keith's main goal for the business is to make sure that its unique, financially viable model of non-consumptive ecotourism land-use continues to generate benefits for the people and wildlife in the areas in which it operates, and those in which Wilderness might be present in the future.

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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