

Mike Brcic

Communications Director at Centre for Social Innovation

Toronto, Canada Area, ON, CA

President/Owner at Sacred Rides Mountain Bike Holidays

Biography

I have run one of Canada's most successful adventure tourism companies since 1996, and have expanded from a 2 person operation to a global organization with staff in 8 countries and client from all over the world.

Our goal? Simply to become the best adventure company in the world. What does that mean? It means being among the most socially and environmentally responsible adventure companies on the planet, and having the highest customer satisfaction rate in the industry.

Availability

Keynote, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Travel and Tourism, Social Media, Advertising/Marketing

Areas of Expertise

Tourism, Social Media Marketing, International Partnerships, Online Marketing, Digital Marketing

Affiliations

Adventure Travel and Trade Association

Education

University of Toronto

Honours B.A. Economics, History

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