

# **Mike Brcic**

**Communications Director at Centre for Social Innovation**

Toronto, Canada Area, ON, CA

President/Owner at Sacred Rides Mountain Bike Holidays

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## **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.

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## **Availability**

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

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## **Industry Expertise**

Travel and Tourism, Social Media, Advertising/Marketing

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## **Areas of Expertise**

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

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## **Affiliations**

Adventure Travel and Trade Association

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## **Education**

**University of Toronto**

Honours B.A. Economics, History

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