



JIM SANO

**Director of Travel &
Conservation, World
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ABOUT JIM

Jim Sano is the World Wildlife Fund's Vice President for Conservation Travel. He directs WWF's community-based conservation travel programs, serves as the technical lead for WWF's partnerships with private sector travel companies, and oversees the organization's educational trips for WWF's most committed members and supporters.

Jim was formerly President of Geographic Expeditions, a San Francisco-based adventure travel company that offers educational travel, location management, and sustainable travel consulting services. Prior to joining Geographic Expeditions, Jim served as a National Park Service ranger and special assistant to the Superintendent at Yosemite National Park.

He is the recipient of five National Park Service Special Achievement awards and currently serves on Tompkins Conservation advisory board. Jim was the founding Chairman of the Mono Lake Foundation and has served on the boards of the Trust for Public Land, the Natural Step, and the Yosemite Restoration Trust. Jim also led the first American men and women's Everest expedition on the seldom attempted West Ridge and was the co-leader of the first guided crossing of South Georgia Island.

WORLD WILDLIFE FUND

For over 50 years, World Wildlife Fund has been protecting the future of nature. The world's leading conservation organization, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

PROFESSOR