



**Rob Holmes**  
**Founder and President Green Living Project™**

Rob Holmes has built and managed Green Living Project™ to be the leading media production and marketing company showcasing global sustainability initiatives. Through various multi-media production and distribution techniques, Green Living Project™ educates, inspires, and entertains individuals and communities on the importance and benefits of global sustainability.



Rob has successfully established over 50 global media production partnerships, executed media expeditions across 17 countries throughout Africa, South America, Central America, and North America, developed event marketing strategies for North America (over 150 events per year), solidified major corporate sponsorship campaigns, designed strategic offline and online content distribution channels, and spearheaded new social media initiatives. Key strategic partners include National Geographic, Travel + Leisure, AFAR Magazine, R.E.I., L.L.Bean, Eastern Mountain Sports, Rainforest Alliance, African Wildlife Foundation, Earthwatch Institute, Timberland, The North Face, Patagonia, Sierra Designs, and Keen Footwear.

In addition, Rob has a unique and diverse background in international conservation, sustainable tourism, media production, and entrepreneurship. Rob has worked and consulted with over 20 leading international conservation organizations, including The Nature Conservancy, International Snow Leopard Trust, and Appalachian Mountain Club. Rob has also worked for over 15 years with leading outdoor travel companies such as R.E.I., Eastern Mountain Sports, and Trails.com. A co-owner of Trails.com, Rob helped build, manage, and sell the company while becoming the #1 outdoor and travel website by 2006. As a result, Rob possesses a wealth of experience on how to successfully build, promote, and sell businesses to corporate partners, media, and consumers.

An award-winning photographer for over 20 years, Rob has also given over 300 multi-media presentations around the world. Rob's captivating imagery, along with engaging adventure travel stories from visiting, working, and studying in over 70 countries makes each presentation memorable. Along with global perspective and insight, he also leverages his expertise in responsible tourism, wildlife conservation, international business, and global sustainability. Rob received a BA in Environmental Biology & Wildlife Management from Hobart College in 1992 and an MBA in International Business, Environmental Management, and Marketing from University of Washington in 1999. Rob lives outside of Los Angeles, California with his wife Joy and daughter June.