

## Eric Ricaurte

Eric founded Greenview in 2008, an international consultancy helping organizations catalyze innovation and best practice through strategy, programs, data management, and reporting. Greenview has been responsible for launching some of the industry's most preeminent research and collaboration initiatives, and clients include most of the largest hotel companies as well as event organizers, cruise lines, and industry bodies. Prior to founding Greenview, Eric managed operations and development of nature-based theme parks and attractions in Mexico, Costa Rica, and Brazil. With 20 years of hands-on experience, Eric is a frequent speaker, convener, and researcher on the topic of sustainability. Eric earned degrees from Cornell University and New York University. He is a member of the UFI Committee on Sustainable Development and the International Standards Working Group of the GSTC. He has held a research fellowship at the Cornell University Center for Hospitality Research and been an adjunct instructor at New York University.

### Contact data

**Eric Ricaurte**  
Founder  
Greenview



### Event

#### [Business Case Sustainability: Fact Or Fiction?](#)

Friday, March 6, 2020, 14.00 - 14.45

CityCube Berlin, Hall A1

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.