

# SEe ON Summit

Envision Tourism Growth



## Speaker Bios

September 12, 2024



Ontario





# David R. Maracle

## Tehanenia'kwè:tarons - Cutter of Stone



David R. Maracle, Tehanenia'kwè:tarons (Cutter of the Stone) has been crafting his artistry since 1985, from his home community of Kenhtè:ke Kanyen'kehá:ka-Tyendinaga Mohawk Territory. He brings to life the ancestral teachings of the Haudenosaunee People's way of life through his magnificent stone sculptures and musical compilations.

David's "Originals in Stone" sculptures are throughout the world; with many corporations, and private collectors including the estate of the late Nelson Mandela, the Emperor of Japan, Dan Akroyd, & Loretta Lynne. Not only is he a world renowned sculptor of stone, David also is an International award winning multi-instrumentalist, musician/composer, producer. He has released over 17 musical compilations during his multi-faceted career. David has received two Gold Records from the Recording Industry Association of America, (RIAA) for his world fusion ambient melodies of the Iroquoian Love Flute, paired with his collection of rare world instruments!



# Cristian Urroz

## Co-Founder - Urroz | Branding & Web Design



Cristian Urroz is the co-founder of Urroz, a branding studio in Cornwall, Ontario. While specializing in building brands through design, Cristian is passionate about leveraging AI and automation to make workflows smoother.

By optimizing mundane tasks and complex processes, his goal is to empower clients to focus on high-impact initiatives. He envisions AI not as a replacement but as a powerful tool to enhance efficiency and creativity, driving clients toward a future of seamless and accelerated growth.



# Cathy Kirkpatrick

**Senior Tourism Marketing Consultant - Alphabet Creative**



Cathy has worked across all facets of tourism marketing, including destination brand development and strategic marketing planning. This includes the development of annual destination marketing plans across sectors including leisure, sport, meetings and conventions, and travel trade. She provides invaluable input and strategic direction for partnership and product development, creative messaging and brand development, media campaigns, digital strategy, sales support programs, experiential marketing and more. She is recognized as a trusted advisor with strong leadership skills.

Cathy has built a reputation as a trusted tourism advisor with strong leadership and partnership development skills. Her client portfolio of current and past clients include: Tourism Kingston, Travel Nunavut, Government of Nunavut, Resorts Ontario, Ontario Regional Tourism Organization 9 (RTO9), Skift Advisory, Western New Brunswick, Parques das Aves Brazil, Ottawa Tourism, Zoom Airlines, Go Travel Direct and TIAC.

**RTO9**

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# Kelly Bergeron

## Co-Owner - Poptronic



With over 20 years of experience in the tech industry, Kelly is dedicated to leveraging technology for positive impact. As a co-founder of Poptronic, a virtual reality studio and rental company, she connects Canadians, including those in Akwesasne, Ontario, to VR technologies. Kelly's diverse career spans San Francisco, Toronto, Ottawa, with technical positions in the federal government, Canadian charities, Salesforce, and Google's Code Next. In 2016, she returned to her hometown of Cornwall to introduce new technologies and innovative public space opportunities to her community.

Kelly was nominated for the College Ontario Premier's Awards in Tech in 2018 and founded experienCity, a placemaking organization that brought events, programs, and public space projects to life during the pandemic.

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# **Karina Belanger**

## **Tourism Coordinator - SDG Tourism & SDG Jail**



Karina Belanger is the Tourism Coordinator, serving The United Counties of Stormont, Dundas, and Glengarry (SDG Tourism). With a focus on enhancing the region's appeal as a premier visitor destination, Karina oversees the development, implementation, and management of various programs and services, for both visitors and tourism stakeholders.

Her notable achievements include spearheading a successful video series and visitor guide that showcases the beauty and attractions of SDG Counties, effectively raising awareness and interest among potential visitors.

Furthermore, Karina is responsible for the operations of the Historic SDG Jail, which provides engaging guided tours and special events throughout the year, ensuring a memorable visitor experience.



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# Cynthia Peters

**Owner & Chef Instructor - Maison Maitland**



Cynthia Peters is the owner of From the Farm Enterprises, a culinary experiential company. She hosts cooking classes and guests at her European inspired historical manor in Southeastern Ontario, Maison Maitland. Cynthia also leads women culinary enthusiasts to Southern France for an immersive experience of the food, wine, and culture of the region. She is a food writer and author of The Art of Herbs Cookbook and My French Cookbook.

As a community volunteer, Cynthia has served on several non-profit Boards for the past 30+ years. Prior to opening her business, Cynthia was a senior executive where she led innovative, enterprise-wide strategies for fund development, corporate communication, marketing, and brand management.



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# Oliver Martin

## Senior Director - Skift Advisory



Oliver Martin is a tourism development expert, focusing on advanced research analysis with over 20 years of experience in the global travel and tourism industry. I'm passionate about the intersection of destinations, business, and society and how we can develop a more sustainable tourism social license to operate. As a Senior Director with Skift Advisory, he works with destinations and organizations around the world to design, analyze, and socialize primary research to make more informed decisions around experience development, market and segment selection, and investment attraction.

Working in over 50 countries in North America, Europe, Africa and Asia Pacific, and lived in Canada, Zimbabwe, Thailand, the UK and Germany. He has been an advisor on CSR engagement for Save the Children Canada, the Chair of the Governance Committee on the Oxfam Canada Board of Directors, a member of the Executive Board of the Pacific Asia Travel Association, and the Chair of the PATA Foundation



# **Liam Karry**

## **Artistic Director - Kick & Push Festival**



Liam is the founding and current Artistic Director of Single Thread with over 20 years of experience as an immersive theatre director, producer and dramaturg. He is the Artistic Producer of the Kick & Push Festival, which he co-founded, and the Kingston Theatre Alliance.

Liam represents the performing arts sector in southeastern Ontario on advisory committees and working groups, including the City of Kingston's Creative Industries Strategy. Other sector service initiatives he has co-founded include a masterclass series, a regional performance blog, a playlab, and a VR equipment library to serve emerging artists.



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# **Teresa Lambert**

## **Owner - Vankleek Hill Vineyard**



Meet Teresa Bressan-Lambert, the owner of the Vankleek Hill Vineyard. The former Real Estate Broker from Montreal, Quebec, hung up her heels to embrace the life of farming. Grape growing to be exact! Now, her grape-stained hands and work boots have left her with a new appreciation for agritourism.

Dividing tasks with her husband Scott, they are kept busy running a restaurant, winery boutique and managing an event venue! Over the past 5 years there have been countless pivoting moments....they built more than a vineyard/winery, they built a community...wine is just a bonus! The reality of owning a vineyard is far from glamorous, with no endless wine-sipping or romantic strolls through the vines. Some days are tough, but she wouldn't trade it for anything.



# Chantal Sweeting

**Senior Manager of Content and User Experience - Destination  
Ontario**



With over 15 years of digital communications and marketing experience, she currently manages a small but mighty team dedicated to supporting the relaunch and optimization of the [DestinationOntario.com](https://DestinationOntario.com) website. The purpose of DO.com is to be a travel planning resource for travellers to Ontario, driving leads to operators and increasing travel expenditures in the province.

Prior to joining Destination Ontario, Chantal led content and digital transformation projects across the Ontario government, including leading the government's central social media channels and managing content strategy on Ontario.ca.

In addition to work, she's currently pursuing her Master's in Communications Management (MCM) from McMaster University.



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