



ADRIANA SANCHEZ

SUSTAINABLE SEAFOOD ADVOCATE

OBJECTIVE

Innovative thinker with a track record of designing and executing best sourcing practices and consistently recognized as a driver of change by industry leaders. Experienced in public speaking, social media, marketing, developing B2B relationships and working cross-functionally with hospitality sector, retailers, importers and distributors in a Global context.

EXPERIENCE - HIGHLIGHTS

SEAFOOD NINJA

2017-Present

FOUNDER

- Develop sustainability strategy and sourcing policy for clients.
- Project Management, and oversee communications timelines and employee trainings.
- Develop Seafood Sustainability 101 Course.

RESPONSIBLE SEAFOOD STRATEGY DIRECTOR

2019-2023

Iberostar Hotels & Resorts

- Develop Responsible Seafood Commitment and strategy to achieve goal of 100% responsible seafood sourcing by 2025.
- Develop global strategy to improve sourcing and mitigate supply chain risks.
- Design program and delivery of "lifting up local" fisheries initiatives.

SEAFOOD BUSINESS DEVELOPMENT MANAGER

Fair Trade USA

2018-2019

- Refine Seafood BD strategy to address industry needs for environmental sustainability, social responsibility, and traceability.
- Support program collaborations with other seafood certifications and seafood industry stakeholders.
- Support projects across three countries to provide fishermen with market access.

SUSTAINABILITY DIRECTOR

SEA DELIGHT

2010-2017

- Develop and implement Sustainable Seafood and Traceability Strategy.
- Increase Sea Delight's access to market by improving sourcing practices.
- Work with industry stakeholders in developing and managing Fishery Improvement Projects (FIPs) in Latin America and Southeast Asia.
- Manage relationships with customers and their NGO partners.



305-731-3746



adriana@seafoodninja.com



Florida, USA

www.seafoodninja.com

SKILLS

- Seafood Sustainability & Traceability
- Business Development
- Public speaking
- Strategic Thinking
- Managing International & Multicultural teams

LEADERSHIP

- GSSI Steering Board Member
- Sereia Film Board Member
- Fisheryprogress.org Advisory Committee
- SALT Advisory Committee
- SeafoodMap Taskforce
- Environmental Leadership Award by Center for Rural Affairs
- Former GDST Board Member
- NFI Future Leaders Class 2016
- IntraFish "40 under 40"
- Blue Friend of the Year Finalist

EDUCATION

MASTER OF ARTS
LATIN AMERICAN STUDIES
BACHERLOR OF ARTS
POLITICAL SCIENCE
University of Florida

ADDITIONAL INFORMATION

RESPONSABLE SEAFOOD STRATEGY DIRECTOR

Iberostar Hotels & Resorts

- Well-versed in translating missions and goals into operating plans with clear benchmarks and annual objectives.
- Cultivate strong business relations with purchasing team and hotel supply chain in the Americas and EMEA (Europe, and the Middle East, and Africa) to coordinate data collection of all seafood procurement, provide training, and assess products.
- Leverage NGO and industry network in the Americas and EMEA to develop improvement and sourcing strategy of local seafood.
- Work closely with Marine Stewardship Council (MSC) team in Spain to certify new restaurants under Chain of Custody standard, support MSC campaigns such as Mares Para Siempre, as well as sourcing of certified products and proper use of eco-label.
- Create and provide training for staff, vendors, chefs, regarding sustainable fishing and aquaculture best practices.
- Support communications team by writing blog posts and provide feedback on seafood content creation for Wave of Change social media channels.
- Represent Iberostar in various advisory committees and industry panels.

SEAFOOD BUSINESS DEVELOPMENT MANAGER

Fair Trade USA

- Leverage Fair Trade's retail partnerships to introduce retailers to seafood program.
- Work with retailer's marketing teams to help activate Fair Trade products.
- Leverage industry contacts to onboard new partners.
- Develop seafood program's industry communication and marketing strategy.
- Support program collaborations with other seafood certifications and seafood stakeholders.
- Participate in seafood sector working groups (e.g. Certification and Ratings Collaboration U.S. Buyers Group).
- Project managed across three countries to provide fishermen with market access by supporting field staff operations in countries of origin to successfully onboard new supply chains.
- Support engagement of Fishery Improvement Projects (FIP) and work with partners to identify new opportunities.

SEAFOOD NINJA

FOUNDER

- Develop Seafood Sustainability Strategy and Sourcing Policy for clients.
- Design Communication Strategy for client's products and sustainability efforts.
- Provide start to finish Project Coordination.
- Launch online Sustainable Seafood Training using 2D explainer videos.
- Create social media content to help promote seafood consumption and seafood sustainability.
- Support engagement of Fishery Improvement Projects (FIP) and work with partners to identify new opportunities.

SUSTAINABILITY DIRECTOR

SEA DELIGHT

- Lead the development and implementation of Sea Delight's Sustainable Seafood Strategy, Traceability Policy and report annually on company's progress.
- Successfully increase Sea Delight's access to market by improving their sourcing practices.
- Work with industry stakeholders in developing and managing Fishery Improvement Projects (FIPs) in Latin America and Southeast Asia.
- Manage relationships with customers and their NGO partners to meet their public sustainability commitments.
- Work with sales team and customers to address sustainability questions about Sea Delight products in Canada, USA, and Europe.
- Participate on multiple high-level panel and supplier roundtable discussions at industry-wide events including Seafood Expo North America and SeaWeb Seafood Summit.
- Report product sourcing to World Wildlife Fund (WWF) via annual Seafood Matrix, Sustainable Fisheries Partnership (SFP) quarterly Metrics system, and Metro's Formulaire Pêche Durable.
- Develop strategies to ensure Sea Delight met NOAA's Seafood Import Monitoring Program (SIMP) regulations.
- Create and manage the Sea Delight Ocean Fund, Inc 501 (c)(3) in 2012 as an initiative to help support current programs and write grants to fund new initiatives.
- Develop Sea Delight's Marketing and Communications Strategy for their sustainability efforts.
- Develop and manage corporate identity, branding messaging and product positioning; including and not limited to all packaging materials, company presentations, videos and points of sales, etc.
- Plan and manage events for Sea Delight Ocean Fund and Sea Delight's Exhibitor booth at Seafood Expo North America and Seafood Expo Global.