



# ADRIANA SANCHEZ

## SUSTAINABILITY & IMPACT LEADER

### EXECUTIVE SUMMARY

Sustainability leader with 16+ years of experience translating environmental and social commitments into operational execution across hospitality and global supply chains. Proven track record working cross-functionally with hotel operations, procurement, culinary teams, and executive leadership to implement practical, scalable programs. Experienced in developing training programs, SOPs, and data collection systems, as well as coordinating with climate consultants on greenhouse gas tracking and supporting annual sustainability reporting (including CDP). Known for aligning sustainability efforts with business priorities, operational realities, and brand storytelling.

### EXPERIENCE - HIGHLIGHTS

#### SEAFOOD NINJA

2017-Present

##### FOUNDER & PRESIDENT

- Advise companies on sustainability strategy, human rights due diligence, and sourcing policies across global supply chains
- Coordinate with climate consultants to calculate Scope 1, 2, and 3 emissions and support target-setting and reporting processes
- Develop internal training programs, SOPs, and communication tools to support company-wide adoption of sustainability initiatives
- Lead project management, timelines, and cross-functional coordination across operations, procurement, and communications teams
- Support annual reporting processes, including CDP submissions and customer-facing sustainability disclosures

#### RESPONSIBLE SEAFOOD STRATEGY DIRECTOR

2019-2023

##### Iberostar Hotels & Resorts

- Led global sustainability sourcing strategy across hotel operations to achieve 100% responsible seafood sourcing commitment
- Partnered directly with hotel operations, procurement, and culinary teams across Americas and EMEA to implement sustainability standards at property level
- Developed and delivered training programs for chefs, procurement teams, and hotel staff, translating sustainability goals into operational practices
- Collaborated with corporate operations to align sourcing practices with brand standards and sustainability KPIs
- Established data collection systems across properties to track sourcing, supplier compliance, and performance metrics
- Worked closely with certification bodies (e.g., Marine Stewardship Council, Aquaculture Stewardship Council) to implement Chain of Custody standards across hotel locations
- Partnered with marketing and communications teams to integrate sustainability into storytelling, campaigns, and guest-facing content, enhancing the overall guest experience.
- Represented Iberostar in global sustainability forums, strengthening partnerships and brand positioning



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### CORE EXPERTISE

- Sustainability Strategy & Program Implementation
- Hospitality Operations Alignment
- Procurement & Responsible Sourcing
- Training & SOP Development
- Data Collection & Performance Tracking
- Annual Reporting & CDP Support
- Cross-Functional Leadership (Ops, F&B, Marketing)
- Stakeholder Engagement & Partnerships
- Communications & Brand Storytelling

### LEADERSHIP

- Former 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



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## EXPERIENCE - HIGHLIGHTS

### SEAFOOD BUSINESS DEVELOPMENT MANAGER

Fair Trade USA

2018-2019

- Developed sustainability-driven sourcing and market strategies aligned with retail and brand requirements
- Partnered with marketing and retail teams to activate sustainability programs and communicate impact
- Supported cross-functional collaboration between certification programs, suppliers, and buyers
- Managed international projects improving supply chain transparency and market access

### SUSTAINABILITY DIRECTOR SEA DELIGHT

2010-2017

- Built and executed company-wide sustainability and traceability strategy aligned with global customer requirements
- Led supplier engagement, risk assessments, and sourcing improvements across multiple countries
- Managed ESG reporting to NGOs, customers, and regulatory frameworks
- Collaborated with sales, marketing, and procurement teams to integrate sustainability into business strategy
- Developed corporate communications, branding, and sustainability messaging
- Created and managed nonprofit Ocean Fund to support environmental initiatives



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## EDUCATION

MASTER OF ARTS  
LATIN AMERICAN STUDIES

BACHELOR OF ARTS  
POLITICAL SCIENCE

University of Florida

## LANGUAGES

Fluent in English & Spanish