



**Jacinta Nzioka**  
**Director of Marketing, Kenya Tourism Board**

As Director of Marketing, Jacinta has the responsibility of leading development and implementation of Kenya's global tourism marketing strategy. She leads teams in Business Development, Marketing and Promotions both in Kenya and in KTB's 6 offices around the world and has led several projects to position Kenya globally as a preferred tourist destination. Jacinta has over 20 years' experience in destination management, policy development, planning and promotional strategy development and implementation, as well as international relations both public and private. Jacinta's passion in sustainability is around cultural tourism.