



Corinna Basler
President, Green Festivals Inc.

Dr. Corinna Basler is the President of Green Festivals Inc., based in Asheville, North Carolina. Green Festival, Inc. organizes Green Festival®, America's largest and longest-running sustainability and green living event. As President, Dr. Basler brings over ten years of experience in international corporate business strategy, marketing, branding, communications, and corporate social responsibility.

Prior to joining Green Festival, Dr. Basler was a strategic consultant to global sustainable economy businesses, corporations, start-ups and organizations in Germany, Asia and the United States, including Emerald Capital Asia (projects with the International Finance Corporation and the World Bank Group), Michael Poliza Experiences, Mercedes Benz, Daimler AG, Merrill Lynch, eDelights and Mercado Networks. She was also a partner/co-founder of a premium lifestyle brand and mobile technology company.

As a consultant, Dr. Basler had the opportunity to work closely with the Maybach Family and Daimler AG in the development of the Wilhelm & Karl Maybach Family Foundation. This included the international development of its philanthropic cooperation with Daimler AG and United Nations through communications, international development strategy, partnerships, and relationship management. Dr. Basler played a key role in the forming of the Maybach Family Foundation's international advisory board, which included the CEO of Daimler AG.

Dr. Corinna Basler holds a Ph.D. in Business Science from the Johannes Gutenberg-University in Mainz (Germany's Best-Practice University 2002). The dissertation, "International Brand and Production Positioning in the Luxury Segment - An Example of the Maybach Brand" was a co-operation with the Daimler AG in Stuttgart. Dr. Basler focused on consumer behaviors and the impact of personality traits and cultural backgrounds in all four continents. She received her B.S. and MBA in Business Management at Hochschule Harz, University of Applied Studies and Research in Wernigerode, Germany with a specialization in Business-to-Business and Consumer Goods Marketing, Change Management and Communications. She also studied Consumer Behavior and Direct Marketing at Florida Gulf Coast University in Fort Myers, United States.

Dr. Corinna Basler is deeply passionate about animals and nature and has traveled to over ninety countries where she gained an appreciation and respect for the differing cultures around the world. She is fluent in German and English. Her commitment to sustainability is both professional and personal as she has been vegetarian for twenty years and a vegan for the last ten years. If time allows, she is also a passionate long distance runner.