



JACKSON WILD

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Jackson Wild Announces New Executive Director

JACKSON, Wyo. – Jackson Wild, the world’s preeminent natural history and conservation media organization, announced today that Geoff Daniels will join the organization as the next Executive Director. Daniels, who has been a leader in the film and television industry for over 20 years, joins Jackson Wild in its 32nd year of programming. Formerly known as the Jackson Hole Wildlife Film Festival, Jackson Wild accelerates and elevates impactful storytelling at the nexus of nature, science and climate through innovative and collaborative gatherings, skill-building initiatives, mentorship programs and career development. Jackson Wild is an inclusive global forum, supporting filmmakers from around the world and celebrating excellence in storytelling that illuminates our connection to the natural world and collective responsibility to the wild.

Daniels will lead Jackson Wild’s year-round programming and will be responsible for guiding the organization’s overall vision and strategy. Shaping Jackson Wild’s presence globally and locally, Daniels will lead the execution and planning of the annual Jackson Wild Summit and continue to foster the sense of community that is integral to the organization’s work.

“Geoff has been a champion of Jackson Wild from the beginning, quite literally. He attended the first event in 1991 and has been an active member of our community ever since,” shared current Executive Director Lisa Samford, who will step away at the end of October after 20 years leading the organization. “Change is essential for Jackson Wild to continue being the dynamic, innovative organization we strive to be, and it gives me great comfort to know that the organization will be in the hands of such a capable and passionate leader.”

Prior to joining Jackson Wild, Geoff Daniels was EVP of Unscripted Entertainment for the London-based production company, Nutopia, overseeing programming and marketing while expanding factual formats and executive producing series including *7 Toughest Days with Dwyane Fields*, *Rewind the 90s* and *Shark Beach*. Daniels previously served as Executive Vice President of Global Unscripted Entertainment for National Geographic Channel, Nat Geo Wild and Nat Geo on Disney + managing all original content and commissioning many of the network’s most popular and award winning series like *Chris Hemsworth’s*

Limitless, *Secrets of the Whales* and *The World According to Jeff Goldblum*. In 2010 Daniels launched Nat Geo WILD, leading its rapid growth with brand-defining events such as *Big Cat Week* and *SharkFest*, creating nearly 200 hours a year of innovative blue chip series, feature docs and series formats that furthered the network's commitment to providing extraordinary wildlife films that inspired audiences worldwide to care about the planet.

"It's such an incredible honor to have this opportunity to build on the inspiration that Lisa's vision and Jackson Wild have provided to our filmmakers and wider conservation community," shared new Executive Director Geoff Daniels. "In the coming years, you can expect us to shine the brightest light possible on the kind of innovative storytelling and strategic partnerships that will elevate Jackson Wild as a true beacon of hope for anyone seeking to make a real impact in creating a healthier, more sustainable future for our planet."

Daniels began his career in new product development at Time-Life Video & Television, where he played a key role in building TLV into one of the world's leading home video distributors through the acquisition and marketing of Sir David Attenborough's "Trials of Life" and Ken Burns' "The Civil War" and in co-production with the BBC on the award-winning children's series "Growing Up Wild."

"As a former member of the Executive Committee of the Board of Directors and a longtime member of the Jackson Wild community, Geoff is an ideal leader to oversee the continued growth of Jackson Wild and solidify the organization's position as a leading force in the conservation media space for years to come. The Board feels confident in Geoff's ability to lead the organization to new heights," shared Bill Gardner, chairperson of Jackson Wild's Board of Directors.

Gardner continued: "On behalf of the entire Board, I'd like to thank Lisa for her 20 years of service to Jackson Wild. During her tenure as Executive Director, Lisa has transformed the organization into a global juggernaut and a champion of inclusivity in the natural history filmmaking industry. We are immensely grateful for her leadership and vision, and appreciate her continued support for a smooth transition."

To learn more and register for the 2023 Jackson Wild Summit, visit jacksonwild.org.

About Jackson Wild

For over 30 years, Jackson Wild has been a catalyst for accelerating and elevating impactful storytelling at the nexus of nature, science, and conservation. Through innovative and collaborative community gatherings, skill-building initiatives, and mentorship programs, Jackson Wild creates an inclusive forum for

storytellers to more deeply illuminate connections to the natural world and our collective responsibility to the wild.

Jackson Wild's international board members include: African Wildlife Foundation, ARRI, ARTE France, BBC Studios, Blue Ant Media / Love Nature, Conservation International, Dian Fossey Gorilla Fund, Doclights, GBH, Gorongosa Restoration Project, HHMI Tangled Bank Studios, Humane Society International, International Fund for Animal Welfare, Lucky 8 Productions, National Geographic Content, National Geographic Society, Nature/WNET, Netflix, NEWF (Nature, Environment, Wildlife, Filmmaking), Off the Fence Productions, ORF Universum, PBS, RED Digital Cinema, San Diego Zoo Wildlife Alliance, Smithsonian Channel/Paramount, Sony Electronics, The Nature Conservancy, Terra Mater Studios, Wanda Films, Wildstar Films, and World Wildlife Fund US.

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