



VETA WADE

OCEAN SOLUTIONIST

An ocean-climate solutionist; Veta works at the crossroads of research, creative communication, and strategy to build a sustainable future for people and the ocean. Veta's career has entailed diverse leadership roles in the non-profit, government, and private sectors.

CONTACT ME AT

-  Les Alizes, Old Towne, Montserrat, MSRI350
-  veta@vetawade.com
-  www.vetawade.com
-  @vetawade

EXPERIENCE

Independent Consultant

Blue Economy, Climate & Inclusiveness | Jan 2020 - Present



- UNDP Blue Economy Scoping Study, Montserrat - Stakeholder Engagement
- Environmental Justice Campaign - Andros Island, Bahamas Environmental Defence Fund
- Green Energy Task Force, Government of Montserrat
- Research Assistant, Blue Economy - Future of Fish
- Business Development (Caribbean) - Pelagic Data Systems
- Development of the Planeteer Alliance with Captain Planet Foundation Caribbean)
- Testing of Maka Nui a newly developed prototype affordable deep-sea camera and sensor - Ocean Discovery League
- Ocean Heroes Network Mentor (Caribbean/Global)

Director AQUA Montserrat Ltd.


Consultant | 2014 - 2023

- Monitoring community attitudes, youth, and marine engagement for ' Adopt a Home for Wildlife Darwin Project
- Stakeholder engagement, Montserrat's Marine Spatial Plan
- Used new media to show that our socio-economic challenges in SIDS can be overcome through innovative approaches to building partnerships, empowering communities, and advocating for resilience
- Created and facilitated knowledge-sharing events, such as Immersion Day 2015 (a marine awareness event including a lionfish competition, kids' educational workshops, and discover snorkeling activities), workshops on Coral Reef Identification and Threats, and Hosted ocean documentary nights such as Blue Planet II at own brand sustainable seafood beach bar
- Managed public-private partnerships to secure student training in ocean awareness and conservation with the support of technical expertise from the Waitt Institute
- Coordinated project management cycle to ensure efficient implementation of projects
- Organized meetings, press briefings, media launches, and community events
- Project matchmaking
- Appeared in several TV documentaries and numerous radio interviews to support public education and global awareness on grassroots conservation, disaster, and climate resilience including National Geographic's, 'The Ocean Breathe, Island Diaries
- Assisted ZSL Fellow in exploring the linkages between the condition of Montastraea Faveolata and the socio-economic condition of reef stakeholders in Montserrat. Focused on research dives, data collection, stakeholder relationships, and community engagement

BOARDS

-  Advisory Member, Conservation & Environmental Conservation Act 2014 (Montserrat)
-  Green Energy Task Force 2020 (Montserrat)

MENTORSHIP

-  THE DEEP OCEAN EARLY-CAREER RESEARCHERS (DOERS) PROFESSIONAL DEVELOPMENT PROGRAM (2022-2025)
- Black Women in Ecology, Evolution and Marine Science (BWEEMS)
- LINK Peer Support Network (UK)

DEGREE

-  BA Management Studies | Nottingham University 2003
- MSc Marine Vertebrate Ecology and Conservation University of Exeter 2024

IN WATER SKILLS

-  PADI Advanced Diver 2015
-  Reef Check - Eco Diver 2015
-  AIDA Freediver - Level 1 2016



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SCIENCE AND RESEARCH

Independent Consultant - Blue Economy, Climate & Inclusiveness

Jan 2020 – Present

- Designed and led Montserrat's first marine megafauna survey research
- Co-designed Montserrat's first in-water elasmobranch survey in collaboration with the Marine Conservation Society, UK, and Exeter University, UK
- Increasing local community familiarity and exposure to the deep sea using new technology in collab with Ocean Discovery League
- Montserrat scoping report - Sustainable sargassum management in Anguilla, British Virgin Islands and Montserrat
- Blue Economy Scoping Study, UNDP + Government of Montserrat Stakeholder Engagement Specialist
- Environmental Justice & Fisheries - Environmental Defence Fund
- Green Energy Task Force - Government of Montserrat
- Researcher - Caribbean Blue Economy Perspectives Study
- Sales Development, Liaison and Community Coordinator, Pelagic Data Systems
- Conservation & Environmental Advisory Council - Government of Montserrat 2019-2028

NETWORKS

- UN Ocean Decade ECOP Network
- Island Innovation Ambassador
- Seaworthy Collective Mentor
- Ocean Heroes Bootcamp Caribbean Partner
- Pelagic Data Systems Caribbean Partner
- The Blue Zone media series
- OECS Sustainable Development Movement Network
- AQUA Caribbean Blue Economy Conference

SKILLS SUMMARY

- Planning & Leading Conservation projects
- Stakeholder Engagement
- Capacity Development
- Marine Awareness
- Science Communication

AWARDS RECEIVED

- Mark of Excellence Award - Water & Sanitation 2021 Rotary Club of Montserrat
- Finalist, Global Ocean Award - Local Hero Category 2020 Boat International & Blue Marine Foundation
- Montserrat Ocean Ambassador 2019 Blue Halo/Waite Institute & Montserrat National Trust

YOUTH & GENDER

Founder / Director - Fish 'N Fins Inc.

Program Management & Strategic Partnerships | Jan 2014 - Present

- Strategic partner to Ocean Heroes Caribbean Bootcamp
- Strategic partner to Planeteers Alliance
- Mentoring youth climate and ocean advocates globally
- Developed, coordinated, and delivered climate ed-Venture training projects and programs for teachers
- Designs marine educational camps for 7-14-year-olds for the Government of Montserrat and the Holy Trinity School, Barbuda.
- Engaged with over 2000 students 7-14 years with the sea via field trips, workshops, and holiday camps
- Facilitated and produced promotional videos to highlight marine awareness /educational conservation work
- Facilitated and produced a video based on Fish 'N Fins as an educational resource of study/guides for Grades 4-12
- Featured in numerous press, including [Scientific American](#), [Hakai Magazine](#), and [The Bezos Family Foundation](#).



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OCEANAPRENEURSHIP

AQUA Montserrat Eco Tours

AQUA Montserrat Ltd. | 2014- March 2020

- Merged water sports, culture, and conservation into exciting educational adventure packages for visitors, volunteers, and the local community
- Veta Wade was named Adventure Ambassador 2017 for Montserrat by the Caribbean Tourism Organisation
- Responsible for brand strategy and direction
- Established strategic partnerships with companies such as The WAITT Institute & Montserrat National Trust, Google Moonshot Factory, Brown University
- Founded Montserrat's first Kids Ocean Club, Fish 'N Fins Inc.
- Led various community events, e.g., ocean conservation workshops, lionfish hunting competitions, and more
- Set up AQUA Blue, an all-inclusive volunteer holiday program
- Set up and operated a sustainable seafood bar and restaurant
- Developed tools that encourage youth empowerment and community engagement.
- Developed, administered, and led training projects and programs
- Engaged over 1000 adults and volunteers (local and international) aged 18-75 in ocean conservation and community outreach

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BOARDS



Advisory Member,
Conservation &
Environmental Conservation
Act - Montserrat



Green Energy Task Force
Montserrat

IN WATER SKILLS



PADI Advanced Diver
2015



Reef Check - Eco Diver
2015



AIDA Freediver - Level 1
2016

DEGREE



BA Management Studies |
Nottingham University 2003

MSc Marine Vertebrate
Ecology & Conservation |
University of Exeter| 2024

Division of Tourism & Culture - Government of Montserrat

Events Coordinator | Sept 2011 - May 2014

- Actively gathered information on each project to achieve quality event productions
- Location scouting
- Secured resources to help staff make decisions about event possibilities.
- Created and revised room/space layout for each event
- Assisted with negotiations for entertainment contracts and booked event space, arranged food and beverage, ordered supplies and audiovisual equipment, made travel arrangements, ordered event signs, and ensured appropriate décor to meet the quality expectations of the organizations.
- Created new ideas to improve the event planning and implementation process
- Served as liaison with vendors on event-related matters
- Supported site setup, production, and event wrap-up
- Responsible for an annual events budget of USD 250,000

PUBLICATIONS

- Framework for the Equitable Caribbean Blue Economy, V Wade 2020
- Low-Cost, Deep-Sea Imaging and Analysis Tools for Deep-Sea Exploration: A Collaborative Design Study," published in Frontiers (2023)
- Upcoming anthology, 'The Blue Book,' 2024