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Graeme Wood Bio

Graeme Wood started Wild Mob in 2008 and is its Founder and Managing Director. He established Wild Mob to help preserve the Australian landscape and educate others on the importance of environmental conservation. His background in the travel and tourism industry, coupled with his passion for the environment, spurred Graeme's decision to begin Wild Mob.

Beyond his work with Wild Mob, Graeme remains an Executive Director at Wotif.com. The website, which he created the concept for, and co-founded, in 2000, revolutionised the travel industry in Australia. From his simple and innovative idea, Graeme pioneered the company's development into what is now the Wotif Group, which employs more than 400 people in offices around the world.

Graeme continues to pursue his interest in technology, with some of his most recent ventures including the popular Australian news search engine Wotnews.com.au and music discovery site WeAreHunted.com.

Outside this entrepreneurship, Graeme is heavily involved in philanthropic endeavours. He is a keen supporter of youth-related causes, like the Centre for Youth Substance Abuse Research at the University of Queensland. Graeme also supports programs for developing the creative potential of young people in the performing arts, such as Smart Artz, a not-for-profit creative agency for young people and by young people. Following his environmental interests, Graeme's donation to help establish the Global Change Institute at the University of Queensland sets the path for research and uncovering solutions to some of the world's toughest problems, including population growth, climate change and resource depletion.

Consequently, he was named the 2008 Suncorp Queenslander of the Year, the state's highest citizenship honour, which recognises individuals who have made significant achievements in their chosen fields and contributions within their communities.