



Sheila Scarborough
Co-Founder, Tourism Currents

Sheila Scarborough is a writer and speaker specializing in tourism, travel, and social media. She's written for many blogs and print publications and is also a certified Navy Master Training Specialist, with years of experience as an instructor.

Along with Leslie McLellan and Becky McCray, Sheila is part of the Tourism Currents team, offering online and in-person training in social media for tourism and hospitality.

Winner of the "Austin American-Statesman" Texas Social Media Award and an AWC (Association for Women in Communications) Clarion award, Sheila trains and speaks regularly about social media to a variety of audiences including tourism and economic development experts, public relations and marketing professionals, and Chambers of Commerce.

She is on the National Professional Development Committee for the AWC, co-founded and still writes for the award-winning Perceptive Travel blog, and serves on the Programming Committee for SXSWi (the South by Southwest Interactive tech conference.) She is also part of the organizing team for #tourismchat, a monthly online Twitter chat about a variety of topics related to destination marketing.

A U.S. Navy veteran who is married with two children, Sheila is an NHRA drag racing fan because there is one winner, one loser, and no whining.