



**Sheila Scarborough**  
**Co-Founder, Tourism Currents**

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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 educator.

Along with Leslie McLellan, 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 co-founded and still writes for the award-winning Perceptive Travel blog, serves on the Programming Committee for SXSWi (the South by Southwest Interactive tech conference,) and 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.