



FOR IMMEDIATE RELEASE

Audubon International Welcomes New Green Lodging/Green Hospitality Director

(April 10, 2024 – Troy, New York) – [Audubon International](#) – the environmentally focused non-profit organization offering members numerous certifications and conservation initiatives to protect the areas where we all live, work, and play – announces that longtime hospitality industry executive Greg Poirier has joined the



leadership team as Director of Green Lodging/Green Hospitality Certification.

“Greg is the perfect person to lead our Green Lodging and Green Hospitality sectors into a new era of expansion,” said Audubon International CEO Christine Kane. “The time is now to leverage the lodging strong interest in stewardship practices into partnerships that will further cement these vetted, respected, third-party certification programs as industry standards. Greg’s extensive experience as a hospitality business thought leader will help us get there.”

Based in Boston, Poirier brings deep hospitality industry experience and connections to his new position—20 of operating hotels and 15 years of selling and consulting in the technology space. He has worked Real Estate Investment Trusts (REITs), ownership and management companies, and for the last five years has worked in energy management and savings, specifically in hotels, universities, and multi-dwelling units.

“I thought this is a good time to switch gears and work on a cause that is attractive,” he says. “This is an opportunity to parlay increasing hospitality industry enthusiasm in sustainability practices into action through our certification programs. That will help

motivate today's kind of employees to want to work for good environmental stewards. I'm happy to be a part of the efforts to rekindle that spirit."

Fred Realbuto, Poirier's predecessor, will continue to work with Audubon International in a part-time consulting capacity.

To learn more about how your local golf course, community or resort can gain recognition for your environmental efforts or to learn how to expand your initiatives through Audubon International's numerous environmental certifications, visit www.auduboninternational.org or call toll free: 1-844-767-9051

On Social Media:

<https://www.facebook.com/AudubonInternational/>

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About Audubon International

An environmentally focused non-profit organization, Audubon International offers members numerous certifications and conservation initiatives to protect the areas where we all live, work, and play. Its certifications are designed to increase environmental awareness, encourage sustainable environmental efforts, and educate both its members and their communities.

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