

OLIVER LOODE

Oliver Loode is a tourism development consultant and an activist of the international Finno-Ugric movement that unites indigenous Finno-Ugric peoples in the EU and Russia.

Mr. Loode was born on March 19, 1974 in Tallinn, Estonia. In 1993-1997, he studied at the Wharton School of the University of Pennsylvania, graduating in 1997 with a Bachelor of Sciences in Economics degree (Magna Cum Laude).

During 1997-2001, Mr. Loode worked as Associate (1997-2000) and Senior Associate (2000 – 2001) at the strategy consulting firm Vertex Partners/Braun Consulting in Boston, USA. After returning to Estonia in 2001, Mr. Loode established Consumetric, a market research consultancy that starting from 2005 specialized in the tourism industry. Since then, Mr. Loode has implemented over 50 tourism development, training and research projects in Estonia, Latvia, Lithuania and Russia, focusing on cultural and sustainable tourism.

Since 2009, Mr. Loode joined the international Finno-Ugric movement in an activist capacity via Estonian NGO U-Turn (U-Pööre MTÜ) where he serves as Member of Board. During 2010-2012, Mr. Loode worked closely with the Youth Association of the Finno-Ugric Peoples (MAFUN), developing and implementing several strategic projects for the Finno-Ugric movement that aims to preserve and develop the cultural heritage of over 20 Finno-Ugric peoples, most of whom are indigenous. Jointly with MAFUN, Mr. Loode Initiated the programme of Finno-Ugric Capitals of Culture. As head of the programme bureau of Finno-Ugric Capitals of Culture, Mr. Loode oversees the planning, preparation and implementation of the programme.

Since 2012, Mr. Loode has been a Member of Board of Fenno-Ugria NPO, the leading Estonian organization dedicated to developing relations with kindred Finno-Ugric peoples.

Mr. Loode is a native speaker of Estonian, and is fluent in English, Russian and German.