



✉ Department of Environmental Health and Engineering,
Johns Hopkins University, MD 21218, USA
✉ verissimodiogo@gmail.com 🌐 diogoverissimo.com
☎ +1 4049515479 🐦 @verissimodiogo

PROFILE

I am a passionate scientist with expertise in applying social marketing theory and tools to address conservation challenges. My research focuses on the design and evaluation of behaviour change interventions to better manage natural resources, with current research projects across Asia and Africa. I am seeking an opportunity to conduct applied and interdisciplinary research that can have measurable real-world impacts.

EDUCATION

- 2009–2013 **PhD Biodiversity Management**, with a research focus on conservation and marketing, Durrell Institute of Conservation and Ecology (DICE), University of Kent, UK
- 2006–07 **MSc Conservation Biology**, Durrell Institute of Conservation and Ecology (DICE), University of Kent, UK
- 2003–06 **BSc Environmental Biology**, University of Lisbon, Portugal
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SELECTED PUBLICATIONS

Citations = 680, h-index = 14 (Google Scholar)

- 2017 **Veríssimo** et al. Increased conservation marketing effort has major fundraising benefits for even the least popular species. *Biological Conservation* 211, 95-101
- Bennett NJ, Roth R, Klain SC, Chan K, Christie P, Clark DA, Cullman G, Curran D, Durbin TJ, Epstein G, Greenberg A, Nelson MP, Sandlos J, Stedman R, Teel TL, Thomas R, **Veríssimo D** & Wyborn C. Conservation social science: Understanding and integrating human dimensions to improve conservation. *Biological Conservation*. 205, 93–108
- Bennett, NJ, Roth R, Klain SC, Chan KMA., Clark DA, Cullman G, Epstein G, Nelson MP, Stedman R, Teel TL, Thomas REW, Wyborn C, Curran D, Greenberg A, Sandlos J, **Veríssimo D**. 2016, Mainstreaming the social sciences in conservation. *Conservation Biology*, 31 (1), 56-66
- 2016 Liu Y, **Veríssimo D**, Farhidi F. Using social norm to promote energy conservation in a public building. *Energy and Buildings* 133, 32-36
- Cosentino AM, **D Veríssimo**. 2016. Ending the citation of retracted papers. *Conservation Biology* 30:676-678.
- Shairp R, **Veríssimo D** et al. 2016. Understanding urban demand for wild meat in Vietnam. *PLoS ONE*, 11 (1), e0134787
- 2015 **Veríssimo D**, Campbell B. Understanding stakeholder conflict between conservation and hunting in Malta. *Biological Conservation*, 191, 812–818

Wright AJ, **Veríssimo D**, et al. Competitive outreach in the 21st century: Why we need conservation marketing. *Ocean & Coastal Management* 115, 41-48.

Green SJ, Armstrong J, Bogan M, Darling E, Kross S, Rochman C, Smyth A, **Veríssimo D**. Conservation needs diverse values, approaches, and practitioners. *Conservation Letters*, 8 (6) 385–387

Hinsley A, **Veríssimo D**, Roberts DL. Heterogeneity in consumer preferences for orchids in international trade and the potential for the use of market research methods to study demand for wildlife. *Biological Conservation*, 190, 80-86.

Rochman CM, Kross SM, Armstrong JB, Bogan MT, Darling ES, Green SJ, **Veríssimo D**. Scientific Evidence Supports a Ban on Microbeads. *Environmental Science & Technology*, 49 (18), 10759–10761

Campbell B, **Veríssimo D**. Black Stork Down Military Metaphors in Bird Conservation in Malta. *Human Ecology*, 1: 79-92

Harihar A, **Veríssimo D**, MacMillan DC. Beyond compensation: Integrating local communities' livelihood choices in large carnivore conservation. *Global Environmental Change*, 33, 122-13.

2014 **Veríssimo D**, et al. Has Climate Change Taken Prominence over Biodiversity Conservation? *BioScience* 64: 625-629

Veríssimo D, et al. Evaluating conservation flagships and flagship fleets *Conservation Letters*, 7: 263–270

Bristol RM, Fraser I, Groombridge JJ, **Veríssimo D**. The economics of species translocation: evaluating the costs and benefits of a reintroduction of Seychelles Paradise Flycatcher *Journal of Environmental Economy Policy*, 3: 237-252

Campbell B, **Veríssimo D**. Bye, bye, Cacopardo! Revisiting factionalism through the hunting scene in Malta. *Journal of Mediterranean Studies*, 23 (2), 203–223

Veríssimo D, et al. Using a systematic approach to select flagship species for bird conservation in Brazil *Conservation Biology*, 28: 269-77

2013 **Veríssimo D**, Roberts D. The academic welfare state: making peer-review count *Trends Ecology and Evolution*, 28: 623–624

Veríssimo D. Pest control: embrace marketing. *Science*, 342(6160):798-9

Kanagavel A, Raghavana R, **Veríssimo D**. Beyond the “general public”: Implications of audience characteristics for promoting conservation in the Western Ghats, India. *AMBIO*, 43 (2) 138-148.

Veríssimo D, Cugnière L. Revived species: How would they survive? *Nature* 493: 608

Root-Bernstein M, Douglas L, Smith A, **Veríssimo D**. Anthropomorphized species as tools for conservation: utility beyond prosocial, intelligent and suffering species. *Biodiversity and Conservation* 22: 1577-1589

- 2012 Smith RJ, **Veríssimo D**, Isaac NJ, Jones KE. Identifying Cinderella species: Uncovering mammals with conservation flagship appeal. *Conservation Letters* 5: 205-212
- Veríssimo D**, Metcalfe K. Whaling: Quota trading won't work. *Nature* 482: 162
- Veríssimo D. et al.** Jaguar *Panthera onca* predation of marine turtles: Conflict between flagship species in Tortuguero, Costa Rica. *Oryx* 46: 340-347
- Veríssimo D, et al.** 2012. Selecting marine invertebrate flagship species: Widening the net. *Biological Conservation*. 145: 4
- Takahashi Y, **Veríssimo D**, MacMillan DC, Godbole A. Stakeholder Perceptions of Potential Flagship Species for the Sacred Groves of the North Western Ghats, India. *Human Dimensions of Wildlife* 17: 257-269
- 2011 **Veríssimo D**, MacMillan DC, Smith RJ. Toward a systematic approach for identifying conservation flagships. *Conservation Letters* 4: 1-8
- 2009 **Veríssimo D, et al.** Birds as tourism flagship species: A case study of tropical islands. *Animal Conservation* 12: 549-558
- Smith RJ, **Veríssimo D, et al.** Let the locals lead. *Nature* 462: 280-281

Book chapters

- 2017 **Veríssimo et al.** *Conservation marketing as a tool to promote human-wildlife coexistence*, In Human-Wildlife Interactions: Turning Conflict into Coexistence. Cambridge University Press, *in press*
- 2010 Smith RJ, **Veríssimo D**, MacMillan DC. *Marketing and conservation: how to lose friends and influence people*. Pg 215-232. In Trade-Offs in Conservation. Wiley-Blackwell.

TEACHING

- 2015-Present Guest lecturer on Conservation Marketing, Conservation Leadership MPhil, Cambridge University
- 2014 Associate Lecturer in the postgraduate module " Business Principles for Biodiversity Conservation " and undergraduate module "Topics in Conservation Biology" DICE, University of Kent
- 2011 Lecturer and convener of the module "Conservation Education and Marketing", MSc in Conservation Biology, Njala University/University of Kent, Sierra Leone
- 2010 Guest lecturer on undergraduate module "Animals and People", DICE, University of Kent
- Guest lecturer, "Contemporary Issues in Tourism" module, Kent Business School, University of Kent, UK

SUPERVISING & MENTORING

- 2016-Present Laura Thomas-Walters, PhD in Biodiversity Management, University of Kent, UK (Co-supervisor)

- Gabby Salazar, MSc in Conservation Science, Imperial College, UK
 Alexandra Panagiotou, MSc Conservation & Biodiversity, University of Exeter, UK (Co-supervisor)
- 2015-16 Alexandra Shah, PhD in Environmental Science, George Mason University, USA (Co-supervisor)
- 2013-14 Rachel Shairp, MSc in Conservation Biology, University of Kent, UK (Co-supervisor)
- Elisabeth Duthie, MSc in Conservation Science, Imperial College, UK (Co-supervisor)
- Diane Mégias, BSc in Wildlife Conservation, University of Kent, UK
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RESEARCH EXPERIENCE

- 2014-2017 **David H. Smith Conservation Research Fellow**, (USA), *Using social return on investment to evaluate and improve conservation outreach*, Rare / Johns Hopkins University, mentored by Prof. Paul Ferraro
- 2015-Present **Co-Principal Investigator**, *Mitigating the impact of sea turtle consumption in São Tomé* (São Tomé & Príncipe), led by Associação Tartarugas Marinhas
- 2015-Present **Technical Advisor for Impact Evaluation and Social Marketing**, *Living with Tigers* (Nepal), led Chester Zoo, UK
- 2014-2015 **Team member**, *Towards sustainable logging in São Tomé* (São Tomé & Príncipe), led by University of Lisbon
- 2013-15 **Co-Principal Investigator**, *Bird hunting and conservation in Malta: an exploratory stakeholder analysis* (Malta), led by University of Kent
- 2012-13 **Research Associate**, *Spix Macaw Reintroduction* (Brazil), led by SAVE Brasil
- 2008–09 **Team member**, *Lesser Florican Community Leadership Programme* (India), led by ARK Foundation
- 2001–06 **Educator**, *Environmental Education Programmes* (Portugal), led by Lisbon Zoo
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PRIZES & AWARDS

- 2017 **Early Career Conservationist Award**, *Society for Conservation Biology*, “for extraordinary contributions in the development and use of marketing practices and techniques that support the delivery of high-impact conservation”
- 2016 **Young Professional Award**, *Commission for Education & Communication of the International Union for the Conservation of Nature* (co-recipient),
- 2015 **Durrell Trust for Conservation Biology Prize**, *Durrell Institute of Conservation and Ecology* (co-recipient) - most outstanding research thesis produced over the previous year.
- 2012 **International Union for the Conservation of Nature / Thomson Reuters Media Award** – *to honour exceptional environmental journalism*
- 2008 **Best Presentation**, *XII Meso American Congress on Biology and Conservation*
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FUNDING (only USD \$5 000+)

- 2016 **Co-Writer**, *Living with Tigers*, PI: Alexandra Zimmermann (Chester Zoo), Darwin Initiative, USD 295 000
- Co-Writer**, *Mitigating the impact of sea turtle consumption in São Tomé*, PI: Sara Vieira (Associação para as Tartarugas Marinhas), Rufford Small Grant, USD 7 500
- 2014 **Co-Writer**, *Towards sustainable logging in São Tomé*, PI: Ricardo Lima Conservation Leadership Programme, USD 20 000
- Writer**, David H. Smith Conservation Research Fellowship, Society for Conservation Biology, USD 150 000
- 2009 **Writer**, Doctoral Research Fellowship, Education Ministry of Portugal, USD 120 000
- 2008 **Co-Writer**, *Lesser Florican Community Leadership Programme*, PI: Supriya Jhunjhunwala, Conservation Leadership Programme, USD 17 000
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PROFESSIONAL SERVICE

Institutional Leadership

- 2017–Present Vice-President, International Marketing Association
- 2016–Present Member of the Publications Committee of the Society for Conservation Biology
- 2014–Present President, Conservation Marketing Working Group, Society for Conservation Biology

Editorial Boards & Special issues

- 2018 Guest Editor, Social Marketing quarterly, Special issue on Biodiversity Conservation
- 2013 Guest Editor, Conservation Evidence, Special Issue on Behaviour Change
- 2012–Present Associate Editor, Asian Journal of Conservation Biology

Journal Peer-reviewer

Trends in Ecology & Evolution; Proceedings of Royal Society B; Conservation Letters; Conservation Biology; Biological Conservation; Biological Reviews; Animal Conservation; PLoS ONE; Biodiversity & Conservation; Conservation & Society; Oryx; PeerJ; Global Conservation & Ecology; Endangered Species Research; AMBIO

Professional affiliations

- 2016–Present Member, International Union for the Conservation of Nature (IUCN) Task Force on Human-Wildlife Conflict
- 2016–Present Member, International Social Marketing Association
- 2012–Present Co-founding member, European Social Marketing Association
- 2011–Present Member, IUCN Commission on Education and Communication
- 2010–Present Co-founding member, International League of Conservation Writers
- 2008–Present Lifetime Member, Society for Conservation Biology

CONFERENCE PRESENTATIONS (Only last three years)

- 2017 **Verissimo D.** Marketing biodiversity conservation in the age of learning *World Social Marketing Conference*, Virginia, USA (Plenary)
- Verissimo et al.** Measuring the impact of a radio drama on bushmeat consumption and why it matters, *World Social Marketing Conference*, Virginia, USA
- 2016 Mandle, K, **Verissimo, D.** The Science of Behavior Change, *World Conservation Congress*, Hawaii, USA
- Verissimo D.** Lost and Found: using storytelling to go beyond doom and gloom, *3rd North America Congress for Conservation Biology*, Madison, USA
- Verissimo D.** Does it work for biodiversity? Experiences & challenges in the evaluation of conservation marketing, *4th International Marine Conservation Congress*, St. John's, Canada
- 2015 **Verissimo D, et al.** Risk & Reward: Learning from past mistakes to achieve conservation success *27th International Congress for Conservation Biology*. Montpellier, France
- Verissimo D, et al.** How effective are conservation interventions at achieving behaviour change? *27th International Congress for Conservation Biology*. Montpellier, France