



Ursula Petula Barzey has over 20 years of sales and marketing experience working for corporates and SMEs in the United States and Europe.

She is currently the founder of Moxee Marketing, a London-based digital marketing agency that works with travel and lifestyle brands to develop and implement their content marketing and social media strategy to increase their website traffic and ultimately leads/sales.

Ursula is also the founder of the award-winning digital platform and blog Caribbean & Co. It features the best cultural and food adventures, places to stay, and live/work opportunities in the Caribbean region. Established in 2014, Caribbean & Co. has won five travel media awards!

Last summer (June 2020), she became a Co-Founder, Board Member and Research Committee Chair of the Black Travel Alliance, a nonprofit that advocates for meaningful representation of Black voices across the travel industry. Current research projects include the #PullUpForTravel Campaign and The Black Traveler study with MMGY Global.

It should be noted that Ursula developed a love of quantitative research while working as a research assistant for the Program for Research on Black Americans during her four years at the University of Michigan, Ann Arbor.