

Sophia Hyder Hock is the Founder and CEO of [Papilia](#), a company committed to improving diversity, equity, and inclusion practices for destinations, travel organizations, travel media outlets, and content creators. She integrates human-centered design methodologies to empower her clients to be thoughtful thinkers, leaders, and travelers through a greater understanding of diverse perspectives and communication styles.

As an international yoga instructor and yoga life coach, Sophia also incorporates wellness ideologies into all her tailored strategies and training curriculum as a holistic way to build confidence, increase staff retention rates, and optimize business performance.

She has played an active role in developing the Travel Unity DEI standards for Travel and Tourism and co-facilitates the Certified Diversity Travel Professional (CDTP) program, a professional development course for leaders in visitor-facing organizations.