

Biography for Sheree M. Mitchell, MA

Sheree M. Mitchell is the president & founder of Immersa Global (US) and SMM Advisory (PT), two boutique firms that specialize in designing and executing very unique and exclusive tourism products for discerning American clients. Mitchell has traveled to over 40 countries, lived on three continents and speaks English, Spanish, Portuguese and some Italian.

Mitchell's passion for designing tailor-made travel was first discovered in graduate school when her professors challenged her to design a two-week study abroad program in Costa Rica. Since then, she has successfully curated upscale student and adult small group travel to Spain, France, Portugal, Costa Rica, and Miami, Florida.

Mitchell is considered a thought-leader in highly-curated travel as well as in extended solo (female) travel. She has over 15 years of experience in these areas and speaks regularly at industry conferences throughout the U.S. and Europe. Most recently, Mitchell has spearheaded projects that use tourism as a vehicle to connect cities in her native Florida with cities in Portugal at [the municipal and national level](#).

Mitchell says that international travel is by far her most important asset and biggest catalyst for personal and professional growth. Her favorite saying is, "Be daring enough to dream big and resilient enough to make it happen."



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