



Author and adventurer

Leon McCarron is an author, adventure filmmaker and motivational speaker hailing from Articlave, Northern Ireland. His captivating storytelling is centred around human-powered expeditions, reflected in his three compelling books, *The Road Headed West*, (an Amazon best-seller), *The Land Beyond*, (shortlisted for the Edward Stanford Adventure Travel Book of the Year award), and his most recent title *Wounded Tigris: A River Journey through the Cradle of Civilisation*, published in 2023.

Leon's remarkable endeavours span diverse landscapes and cultures, from walking 3000 miles across China, filmed for the Nat Geo series *Walking Home From Mongolia*, to traversing the Santa Cruz Valley in Patagonia on horseback and trekking across the Omani desert in the film *Into The Empty Quarter*, a finalist at the Banff Mountain Film Festival.

Continuing his passion for the wild places of the planet, Leon has helped to pioneer trail mapping in Jordan alongside the Abraham Path Initiative, as well as in China, crafting a 100-kilometre hiking and biking trail which unveils the region's rich cultural heritage.

An accomplished on-screen presenter, Leon's credits include *Hidden Frontiers* for Discovery US, as well as two BBC documentaries, *Dufferin – Adventures in High Latitudes* and *The Unknown Prime Minister & Me*, and the YouTube Real Stories film *How To Save A Tribe*. Leon is a much-sought-after public speaker, sharing insights on adventure, leadership and human potential at prestigious institutions worldwide, including at Harvard, The Explorers Club, US clothing brand Filson, the Royal Geographical Society and the European Sports Conference.

Leon's insightful travels have garnered a devoted audience of 51k on social media. This has led to brand collaborations with the likes of The North Face, Keen, Zalando and Ford, who have all been drawn to his authentic, impactful storytelling and vast expertise in travel and adventure.





Publishing

- THE ROAD HEADED WEST
- TOYOTA
- TELEGRAPH TRAVEL
- ADVENTURE.COM
- THE LAND BEYOND
- ORYX MAGAZINE
- SUITCASE MAGAZINE
- WOUNDED TIGRIS

Broadcast

- INTO THE EMPTY QUARTER
- WALKING HOME FROM MONGOLIA
- BANFF
- MARIAN FINUCANE RADIO SHOW
- DUFFERIN: ADVENTURES IN HIGH LATITUDE
- HOW TO SAVE A TRIBE
- BONAR LAW: THE UNKNOWN PRIME MINISTER & ME
- HIDDEN FRONTIERS

Brand Campaigns

- RIVER ISLAND
- FORD
- CLIF BAR
- GERBER
- ZALANDO
- US VOGUE
- KOMOOT
- KEEN
- TNF

Public Speaking

- INTREPID TRAVEL
- LIVE HERE, LOVE HERE AWARDS
- WOOD GREEN SCHOOL
- RADNOR HOUSE
- FILSON
- ROYAL SCOTTISH GEOGRAPHICAL SOCIETY
- CLIFBAR: US book tour sponsorship & event
- DEPARTMENT OF COMMUNICATIONS
- ROYAL GEOGRAPHICAL SOCIETY
- ADVENTURE TRAVEL SHOW
- DESTINATIONS TRAVEL SHOW
- ADVENTURE NEXT FESTIVAL
- BRADFORD GRAMMAR SCHOOL
- CHELTENHAM FESTIVAL
- WATTS GALLERY
- GUILDFORD TRAVEL CLUB
- INTERNATIONAL ASSISTANCE GROUP
- ETON COLLEGE
- OXFORD UNIVERSITY
- HARVARD UNIVERSITY
- PRICE WATERHOUSE COOPER
- EUROPEAN SPORT CONFERENCE
- TEDx
- YORKSHIRE FESTIVAL OF STORY

Summersdale - Author (2014)
'This Way' Magazine feature article (2015)
Online feature article (2017)
Regular contributor/columnist (2017)
IB Tauris - Author (2017)
Guest columnist (2017)
Feature article (2018)
Corsair - Author (2023)

Documentary, finalist at the BMFF (2013)
National Geographic (2013)
2014/15 Banff Mountain Festival World Tour - ITEQ (2016)
RTE One - Guest (2016)
BBC - Presenter (2018)
Real Stories - Presenter (2018)
BBC - Presenter (2021)
Discovery US - Co-Presenter of 3 episodes (2023)

Style Staples social media campaign
Ford of Britain - Together We Go Further TV ad
Social media campaign
Gerber Center-Drive online and social campaign
SS18 Adventure social and online campaign
Photo/editorial shoot for Vogue US
Portugal hiking routes social media campaign
SS19 Karraig footwear campaign
The Home of Exploration ambassadorial role

BBC



Summersdale



I.B. TAURIS



Ford



CLIF BAR

