



Adventurer & travel writer

Justine is an experienced adventurer and travel writer, with regular contributions to the likes of the Times, Telegraph, Guardian and National Geographic.

Alongside her outdoor pursuits, Justine works for the United Nations health agency, the World Health Organization (WHO), within the Disability and Rehabilitation team, leveraging her extensive background as a former senior NHS critical care physiotherapist and her current Ph.D. studies on integrating rehabilitation into humanitarian responses. Justine's combination of medical expertise and wanderlust has also propelled her into disaster zone volunteer work, providing aid to refugees in Greece, Haiti, Louisiana and Uganda.

Beyond her professional endeavours, Justine's passion for cold climates has led her to lead expeditions in the remote Arctic regions of Canada and northern Europe, as well as recently visiting Antarctica. She has travelled across Finland on foot, completed 3,500 miles by bicycle across 15 countries of the former Iron Curtain, trekked through abandoned Soviet mining towns, scaled snow-capped peaks such as Mont Blanc, and embarked on cross-country ski, kayak, and hiking adventures. Her exploits have garnered support from renowned brands like Talisker, Land Rover Explore, Canada Goose and The North Face, as well as multiple national tourism boards.

As a popular public speaker, Justine engages audiences with captivating talks on adventure, history and female empowerment, with previous clients including TEDx, the Royal Geographical Society, the Girl Guides and the Adventure Travel Show.





Journalism

- TIMES
- THE GUARDIAN
- THE INDEPENDENT
- THE TELEGRAPH
- RED BULL
- NATIONAL GEOGRAPHIC

Brand Campaigns

- HALTI OUTDOORS
- NORVIA NUTRITION
- LAND ROVER EXPLORE
- THE NORTH FACE
- NORQUAIN
- TALISKER
- HURTIGRUTEN
- DESTINATION CANADA
- VISIT NORWAY
- VISIT SVALBARD

Walking Finland expedition partner

#Norvia30 Challenge campaign

Bullitt CAT phone campaign

The Home of Exploration ambassadorial role

The NORQUAINERS of the Matterhorn Challenge

#RewildOurSeas campaign in collaboration with Parley

Expedition partner

Expedition partner

Expedition partner

Expedition partner

Public Speaking

- NORTHCOTT GLOBAL SOLUTIONS
- GIRL GUIDES
- MAGDALEN SCHOOL
- ADVENTURE TRAVEL SHOW
- TEDx
- HOPE & HOMES FOR CHILDREN
- NORVIA NUTRITION
- FULHAM WI
- ARCHER ACADEMY
- HANFORD SCHOOL
- UCS HAMPSTEAD
- DEPARTMENT FOR BUSINESS, ENERGY & INDUSTRIAL STRATEGY
- FILSON
- RED BULL
- WILDERNESS IN COLLABORATION WITH ROYAL GEOGRAPHICAL SOCIETY
- ROYAL SCOTTISH GEOGRAPHICAL SOCIETY
- OXFORD SCHOOL

