Karen Marshall

Karen Marshall is the Co-founder of Fleurs de Villes, the internationally acclaimed floral show brand creating spectacular fresh floral experiences that celebrate local floral artistry and bring people together through flowers.

Over the past decade, Fleurs de Villes has presented more than 170 floral shows and experiences across five countries, showcasing the artistry of over 1,600 talented floral designers. Its original exhibition themes have celebrated everything from art and fashion to remarkable women and the natural world, including ARTISTE, FEMMES and WONDER, alongside collaborations inspired by beloved television series *Downton Abbey* and HBO's *The Gilded Age*. Most recently, Fleurs de Villes premiered DIANA in London, a floral celebration of the life and legacy of Diana, Princess of Wales, in support of The Diana Award.

Before founding Fleurs de Villes, Karen spent several decades in magazine publishing, developing a sophisticated editorial eye and a deep understanding of visual storytelling, design, style and audience engagement. That experience continues to inform her creative direction and her appreciation for work that combines exceptional artistry with a compelling narrative.

As a competition judge, Karen brings a discerning perspective shaped by years working alongside exceptional floral talent and overseeing ambitious floral installations around the world. Inspired by history, art, fashion and culture, she values technical excellence alongside originality and emotional resonance, and the ability of a floral design to surprise, delight and communicate a memorable idea.

Karen believes the finest floral creations do more than showcase beautiful blooms. They tell a story, create an experience, spark conversation and leave a lasting impression.

Ania Norwood CCF, CFD, AIFD, EMC, IMF

Ania Norwood is an internationally recognized floral designer whose career began in 2007 through retail floristry, formal education and extensive industry training. She holds CCF certification (2011), CFD certification (2012), AIFD accreditation (2012), EMC certification (2013), and most recently achieved the prestigious International Master Florist (IMF) diploma cum laude in 2026 under the mentorship of renowned floral designer Gregor Lersch.

Ania has competed successfully in national and international floral design competitions, most recently placing in the Top 10 at the Gateway to the Americas Cup in Panama (2024), where she also placed 3rd in the category “Romantic Table for Two”.

Ania has also contributed significantly to the floral industry as an educator and presenter, co-presenting on the main stage at the 2017 AIFD Symposium and serving on the Assistant Program Coordinator Team for the 2022 AIFD Symposium. She has been a guest lecturer at GW College in California, assisted EMC programs in the USA and Belgium, was part of Hitomi Gilliam’s Design For Excellence Team, assisted in the flowering of the floats at the Tournament of Roses Rose Parade, and has led and taught workshops nationally and internationally.

Ania’s work has been featured at major international events including the Philadelphia Flower Show, Fleuramour, Hoogstraten in Belgium, FFFIM in South Korea and Paežeriai Rose Festival in Lithuania. It has been published in international floral design books and magazines.

With her background in architecture and civil engineering, Ania approaches floral design with a distinctive understanding of structure, space, proportion and mechanics. Her passion for interiors, fashion, photography and art continually influences her aesthetic and way of seeing.

Today, Ania works as a freelance designer for prestigious event companies and on creative projects worldwide. Through her own atelier, Ania Norwood Design, she explores floral design as a contemporary art form—combining European influences, innovative techniques, unexpected materials, sustainability and thoughtful mechanics to create work that is both sophisticated and distinctly her own.

Adam Schwerner, MBA
President & CEO, San Diego Botanic Garden

Adam Schwerner is President & CEO of San Diego Botanic Garden and a nationally recognized horticulturist, artist, designer, and executive whose career has been shaped by a belief that gardens can do more than display plants—they can create experiences, provoke curiosity, tell stories, and deepen the relationship between people and the natural world.

With more than 30 years of experience in public horticulture, landscape design, cultural programming, and organizational leadership, Adam has built a career at the intersection of plants, art, community, and experience.

Before joining San Diego Botanic Garden, Adam served as Director of Horticulture and Resort Enhancement at Disneyland Resort. There, he oversaw horticulture, landscape, facilities, and visual storytelling across Disneyland Park, Disney California Adventure, Downtown Disney, and the Resort's hotels. His leadership brought together large-scale operations and creative placemaking, with a focus on maintaining exceptional standards while using landscape and design to strengthen the guest experience.

Adam held several leadership positions with the Chicago Park District, including Director of Natural Resources and Director of Cultural and Natural Resources. He founded and led a multidisciplinary department that brought arts, culture and natural resources together within one of the country's largest urban park systems. His responsibilities included landscape management across 9,500 acres, forestry operations caring for approximately 180,000 trees, executive oversight of Chicago's conservatories, major capital and restoration initiatives, and cultural programming that produced approximately 1,000 events in city parks annually.

Chicago also became an important laboratory for Adam's creative practice. Through projects such as Art from the Ashes, he invited artists to transform dead trees into sculptures, performances, and monuments—using public landscapes to encourage conversation about nature, human intervention, and the life of cities. His exploration of the relationship between the natural and manufactured continued through The Curious Garden, a series of eleven site-specific installations created for Atlanta Botanical Garden.

Across his career, Adam has developed a distinctive approach to leadership: pairing the discipline of horticulture and operations with the imagination of an artist and experienced designer. His work is grounded in the idea that landscapes are living cultural spaces—places where horticulture, history, creativity, education, and community can come together.

Adam holds a Master of Business Administration from Chapman University and a Bachelor of Science in Ornamental Horticulture from Rutgers University. His experience also includes working with nonprofit boards and foundations, aligning programs with donor interests, advancing capital-ready projects, and using strategic storytelling to strengthen institutional credibility and philanthropic engagement.

As only the third President & CEO in San Diego Botanic Garden's history, Adam brings these experiences together at a pivotal moment for the organization. His leadership builds upon the Garden's strong foundation in horticulture, science, conservation, and education while looking toward an increasingly ambitious future—one in which exceptional plants, meaningful experiences, creativity, and community connection reinforce SDBG's role as one of Southern California's leading cultural and environmental destinations.