

MULTI-SECTOR STRATEGIC DEVELOPMENT/ COMPETITIVENESS/ CHIEF MARKETING OFFICER (CMO)

- **TOURISM/LOGISTICS RELATED (CMO);** EXPERIENCE/EXPD LEADER/FOUNDER/CMO/CEO: 35+ YRS
- **INTERNATIONAL DEVELOPMENT (CMO);** RURAL-TO-INTERNATIONAL (VICE VERSA): 25+ YRS
- **WEBSITE DEVELOPMENT (CMO);** STRATEGIES/DESIGN/CMS/SEO/ETC.: 25+ YRS
- **MASS MEDIA (CMO);** DIGITAL & PRINT MEDIAS/INTERNET/BROADCASTS/RADIO/ETC.: 20+ YRS
- **PHOTOGRAPHY/VIDEOGRAPHY (CMO);** SHOOTING/EDITING/DISTRIBUTING: 20+ YRS
- **FILM/TV PRODUCTIONS /REALITY TV & DOC. (CMO);** FIXER/PRODUCER/PM/FILMMAKER: 20+ YRS

FEATURED ON / PAST / CURRENT PARTNERSHIPS



WHO I AM

CITIZENSHIP: USA
DNA: TLINGIT, HAWAIIAN, EUROPEAN, ASIAN
 Awarded International Specialist/Ministry Medal of Honor; (Film, TV, Tourism, Development, etc.); First USAID Teams to Mongolia; Post Soviet Transitional Social Economical Development/Stabilization (CMO); Community Based Tourism; International Marketing; Country Fixer for "The Amazing Race" Season 10
 Awarded both an Emmy/DGA and much more:

- www.Zanjan-Fromer.com
- www.GERtoGER.org
- www.Adventure-Studio.com
- www.Responsible.Tours
- www.LastLifeLine.org
- www.AlaskanRoutes.com

26+ Years of International Experience

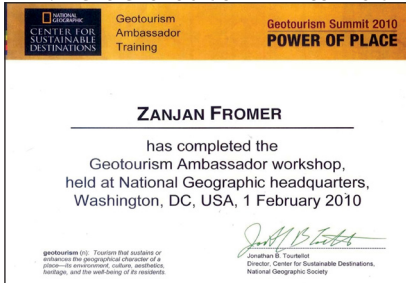


Globally > Business Travel (23+ Years)
 Globally > 20+ Countries travelled
 Mongolia > International Experience (26+ Year)

MONGOLIAN MINISTRY MEDAL OF HONOR



SINCE 2010, WASHINGTON D.C. CERTIFIED NATGEO GEOTOURISM AMBASSADOR



PERSONAL DEFENSE
 Double Tantojutsu, CQT/Hand-to-Hand, Kali, various Grappling/Wrestling styles, etc.

EDUCATION

Courses Studied at
 National University of Mongolia
 1995-2000
 Mongolia

Courses Studied at
 Juneau Douglas & Seahome Highschools
 1989-1993
 Juneau, Alaska
 Bellingham, Washington

WORKS: HIGHLIGHTS

International CMO - Contractor

USAID The Competitiveness Initiative;
 Industry Development, Mass Media, etc.
 2000-2003
 Mongolia

Founder/CMO - Film/TV & Mass Media

Adventure-Studio.com
 2003-2007
 Mongolia

Country Production Fixer/Facilitator

The Amazing Race S10.E2 Emmy/DGA
 2005-2006
 Mongolia



Project Manager - Supply Chain Analysis

World Bank
 2006
 Mongolia

Country Production Fixer/Facilitator

The Amazing Race Australia
 2019
 Mongolia

Founder/CEO/CMO - Geotourism Mongolia

GERtoGER.org
 2005-TODAY (15+ YEARS)
 Mongolia



SOCIAL ENTREPRENEURSHIP FOCUSED WORKS RECOGNIZED AS AN OFFICIAL CASE STUDY DURING UNESCAP'S 63RD SESSION



ZANJAN T. FROMER

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www.Zanjan-Fromer.com

Currently in the USA

MORE INFO

TECHNICAL SKILLS

26+ YEARS OF SUPPLY CHAIN R&D, STRENGTHENING, ETC.; VIA CMO INITIATIVES/ RAPID EXPEDITORY DEVELOPMENT



SHORT LIST: MULTI-SECTOR SKILLS

- R&D; Special Projects (RED), Social Economic Development
- Transitional/Stabilization/Outreach Works (Post Soviet RED)
- Business Analytics/Intelligence, Databasing, Networking, etc.
- Global Marketing Strategies; online/offline, intelligence, etc.
- Project Management; development, film, business, expos, etc.
- Supply Chains/Geographic Assessments (GIS), Risk Mitigation, etc.
- Tourism; Community Based, Geotourism, Industry Development
- Expedition Management; tourism, film, RED, R&D, etc.
- Film/TV Production; filmmaker, field producer, fixer, manager, etc.
- Mass Medias; content development/distribution (photo/video/etc.)
- Post Production; video editing, sound, graphics, etc.
- Softwares; Adobe CC/Apps (audio/video/graphics), GIS, Office, etc.
- Internet; web/email, social medias, SEO, data collecting/mining, etc.
- Offline Strategies; expos/fairs, associations, print, etc.
- Global Travel; business, expos, situational monitor/evaluations, etc.
- Rural Travel; development, film, humanitarian, evaluations, etc.
- Overseas; business, development, film, humanitarian, monitor, etc.
- Situational Assessments; extremists, psyops, saboteurs, fraud, etc.
- Counter Initiatives for Stabilization; digital, analog, RED/VSO, etc.
- Track/Mitigate Threats; RED, analysis, prevention, management, etc.
- Threat Mitigation Innovation; analog, digital, GIS, RED/VSO, etc.

CMO CONCEPTS TO REALITIES: INNOVATIONS

SOME USEFUL NUMBERS

10+ Awards/Recognitions	26+yrs Overseas Years
1000s Satisfied Clients	500+ Projects

MAIN FOCUSES

Marketing	Productions	R&D
Sea Tourism	Land Tourism	Supply Chains

**SHORT-LIST OF CMO/MULTI-SECTOR STRATEGIC DEVELOPMENT/FIELD SPECIALIST ACCOMPLISHMENTS
LONGEST COMMITMENT: 26+ YEARS INVESTED INTO MONGOLIA'S SOCIAL ECONOMIC DEVELOPMENT**

- 2020 Los Angeles Travel And Adventure Show - official speaker & exhibitor (GERTOGER.ORG)
- 2019 The Amazing Race Australia - country fixer, facilitator and contracted race representative
- 2019 One Of 200 Founding Members Of Airbnb Adventures
- 2019 Photographers Without Borders - featured article (GERTOGER.ORG)
- 2019 Petit Fute guidebook and online marketing - GERTOGER.ORG (inside cover-page)
- 2019 Ministry approved exhibitor (GERTOGER.ORG) - WTM London
- 2019 Ministry approved exhibitor (GERTOGER.ORG) - Switzerland's international travel fair (FESPO)
- 2018/19 "Recommended business" trip advisor (GERTOGER.ORG)
- 2018 New York & The Cut Magazines - featured in (GERTOGER.ORG)
- 2018 USA Today - Gobi Desert & GER to GER
- 2018 Ministry approved exhibitor (GERTOGER.ORG) - Taipei, Taiwan's International Travel Market
- 2018 Ministry approved exhibitor (GERTOGER.ORG) - Korean International Travel Fair (KOTFA)
- 2018 Panelist speaker at the USAID funded Lead Summit (leaders for democracy)
- 2017 Leben Magazine - featured article (GERTOGER.ORG)
- 2017 Wienerin Reise - featured article (GERTOGER.ORG)
- 2017 Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2017 Ministry approved exhibitor (GERTOGER.ORG) - Seoul International Travel Mart Expo
- 2017 Exhibitor (GERTOGER.ORG) - COTTM, Beijing's International Travel Exhibition
- 2017 Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin, Germany International Travel
- 2016/17 Mongolia producer of "Dani's Way"; Beijing, USA, Mongolia - Ministry supported
- 2016 Welt-sichten - featured article (GERTOGER.ORG)
- 2016 Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2016 Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin International Travel Exhibition
- 2015 The Ministerial Gold Star – Medal Of Honor For Leadership
- 2015 Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2015 Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin International Travel Exhibition
- 2006-Today official partner of GIVE2ASIA (USA501c3)
- 2005-Today imdb profile (not all are listed); The Amazing Race, No Strangers, In The Footsteps Of Genghis Khan
- 2014 Certified member of the American Society Of Travel Agents (ASTA)
- 2008-14 Lonely planet "most innovative tourism concept in Mongolia, top of every traveller's wish list" (GERTOGER.ORG)
- 2014 Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin Travel Exhibition
- 2014 Adventure Travel Show London exhibitor (GERTOGER.ORG)
- 2014 Exhibitor (GERTOGER.ORG) - Hong Kong Adventure International Travel Exhibition
- 2013 Zeit Online - featured article (GERTOGER.ORG)
- 2013 Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2013 Rough Guides – "how to immerse yourself on your local travels" (GERTOGER.ORG)
- 2012 Exhibitor (GERTOGER.ORG) - COTTM Beijing, China International Travel Exhibition
- 2012 National Geographic's "World's Best Travel Experiences" #8 – GERTOGER.ORG
- 2010 National Geographic's Geotourism Ambassadorship (GERTOGER.ORG)
- 2010 National Geographic's Global Finalist's Certificate of Excellence (GERTOGER.ORG)
- 2010 National Geographic One Of World's Innovative Travel Entrepreneurs (GERTOGER.ORG)
- 2010 The Travel World - featured article (GERTOGER.ORG)
- 2010 National Geographic Geotourism Guide - GERTOGER.ORG
- 2009 Top Ten Global Finalist Of National Geographic Society/Ashoka's "Power Of Place" Geotourism Challenge
- 2009 WHL Travel's Urban Adventures Award (GERTOGER.ORG)
- 2009 Tour Dust's Scholarship Award (GERTOGER.ORG)
- 2009 National Geographic's Weekend Broadcast (GERTOGER.ORG)
- 2009 National Geographic's Publication "Mongolei" by Carmen Rohrbach - (GERTOGER.ORG)
- 2007 NBC Universal Studio's Syfy Channel – "Destination Truth" – Josh Gates
- 2007 United States Agency For International Development Grant Winner (GERTOGER.ORG expansion)
- 2007 Officially recommended by UNESCAP at its 63rd session – page 14
- 2006-07 Give2Asia.org – GER TO GER Fund with the assistance of Loreena Mckennitt (famed singer)/The Asian Foundation
- 2006 National Geographic's D.C. Museum – filmed/produced centerpiece film for "Mongolia: Rebirth Of Traditions"
- 2006 CBS's The Amazing Race: season 10 e. 2 - EMMY/DGA Awarded; - country fixer/facilitator
- 2005-Today founded GERTOGER.ORG - Swiss Agency For Development And Cooperation grant
- 2005 World Bank Tender – Cross-Industry Supply Chain And Competitiveness Study And Analysis
- 2005 USAID/CHF's Ger Initiative (Global Communities) – tender winner – contracted as project manager/filmmaker of over 16 short SME infomercial films about CHF International's community initiatives across Mongolia
- 2002 BIT Milan, Italy International Travel Exhibition – Mongolian Tourism Association/USAID Representatives – 1st time in history that "Mongolia" participated in an international travel exhibition post 1989; transitional works.
- 2000-03 United States Agency For International Development (USAID) funded the competitiveness initiative – honored by Mongolia's Tourism Association for contributions made towards the development of Mongolia's tourism industry.
- 1999 USA Embassy of Ulaanbaatar, Mongolia - review the Mongolian labor law and report
- 1999 USAID funded Gobi Initiative - geographic watershed GIS/mapping
- 1998-99 Soros Foundation Mongolia - annual report team/first Mongolian terminology & semantics symposium
- 1996-97 Mongolian Assoc. For Conservation Of Nature/Environment; snow leopard/gobi bear
- 1996-2000 First American to attend courses at the National University of Mongolia (as a mongol)
- 1995-1996 Mongolian Language & Culture Certification Course
- 1995-96 UN Convention On The Rights Of The Child - Mongolian Development Center
- 1994 Arrived in Mongolia
- 1992-94 Alaskan Sightseeing and Cruise West (provided early multi-sector exposure)
- 1992 "Close Up Foundation" Washington D.C. (full scholarship provided by company I worked/assisted with sales)

EDUCATION & ADDITIONAL TRAINING

- 2010 NATIONAL GEOGRAPHIC's Geotourism Ambassadorship Training
- Late 1995-2000 National University of Mongolia - Certificate Course followed by Non-Degree Courses (refer to www.Zanjan-Fromer.com for details: Origin/Skills > Education & Development Strategies)
- Seahome and Juneau Douglas High-schools

RECOGNITIONS, HONORS AND AWARDS

- **"The Best Episode Yet!"** The Amazing Race Australia - Channel 10
- 2015 MONGOLIAN MINISTRY MEDAL OF HONOR FOR LEADERSHIP
- 2009 Top Ten Global Finalist of National Geographic Society's Power of Place Geotourism Challenge
- 2009 WHL Travel's Urban Adventures Award (GERtoGER.org)
- 2009 Tour Dust's Scholarship Award (GERtoGER.org)
- 2007 Officially recognized by UNESCAP at its 63rd Session – Page 14
- 2006 CBS's The Amazing Race: S10/E2 - Won both an Emmy and DGA - Country Fixer/Facilitator
- 2000-03 United States Agency for International Development (USAID) funded The Competitiveness Initiative – Honored by Mongolia's Tourism Association for Contributions made towards the Development of Mongolia's Tourism Industry.

VOLUNTEER WORK & COMMUNITY INVOLVEMENT

- 2005 till Today - GER to GER GEOTourism - www.GERtoGER.org
- www.AlaskanRoutes.com - Currently a Volunteer Initiative to facilitate Alaskan GEOTourism
- www.lastLIFELine.org - Volunteer Initiative to facilitate MDG/SDG/Human Rights Awareness, etc.
- 1999 USA Embassy of Ulaanbaatar, Mongolia - Review the Mongolian Labor Law and Report
- 1995-96 UN Convention on The Rights of the Child - Mongolian Development Center

PROFESSIONAL ASSOCIATIONS & REFERENCES

National Geographic Society, MTA - Mongolian Tourism Association, ATTA - Adventure Travel and Trade Association

The Amazing Race USA - Barry Hennessy (contact details upon request)

(Past Senior Field Producer for The Amazing Race USA): "Zanjan Fromer and his team provided top notch creative and logistic support for an episode of "The Amazing Race" for CBS. His creative problem solving and fast thinking helped us get through some very tough situations and in the end added one of the more memorable episodes to an Emmy and DGA award winning season."

The Amazing Race Australia - Alenka Henry & Jack Walworth (contact details upon request), Producers

The Amazing Race USA - Jennifer Madsen Jones, currently: EIC, LP, Co-EP (contact details upon request)

USAID Funded GER Initiative - Margaret Hero, C.O.P. (contact details upon request)

USAID Funded Gobi Regional Economic Growth Initiative - David Dyer (contact details upon request)

USAID Funded The Competitiveness Initiative - Alan Saffery, D.C.O.P. (contact details upon request) "Zanjan Fromer's creativity ensures delivery of high quality, professional media work that stands out. Always willing to take on a new challenge, he thrives on problem solving and new approaches."

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ALASKAN NATIVE (NATIVE AMERICAN)
USA-FEDERALLY REGISTERED ALASKAN NATIVE: #A008426
ALASKAN TLINGIT TRIBE: WOOSHKEETAAN (EAGLE, WOLF, SHARK)
NATIVE BIRTH-NAME: SHAANSHOOK' ('FIRST ORIGIN')
GIVEN NAME: ZANJAN TIMOTHY FROMER

