

## COVER LETTER

To whom it may concern,

First and foremost “Hello! I wanted to thank you personally for reviewing my resume/informations - greatly appreciated.”

On the following page I have provided a professional infographic resume (for quick reference) as well as my detailed resume and resume supplemental information on my technical skill sets - to further assist you (a little extra info never hurts). As I have founded and managed my own businesses abroad as well as managed countless international social economic development initiatives/projects and famed TV Productions - I know hiring a new human resource is both daunting and a serious investment of money, time, credibility, etc.; and, we all desire good human resources that will commit for the long-run. Hence, I have desired to provide as much information in line with High Tier GS Positions (Federal) in hopes that it fulfills to convey my broad abilities, decades of multi-sector/multi-industry business development experience and expertise in, but not limited to, film/tv productions, geotourism, international development, and rural to global marketing. I hope this approach will allow you to obtain a glimpse of who I am and assist in determining if I am a suitable candidate.

On a short note, I have been one the longest-standing social and economic developers within Mongolia with an in-country presence of 26+ years. Commitment, determination, honor, respect, loyalty, productivity, sacrifice, resilience, risk assessing/mitigation, problem solving, etc., is a short-list of skills/abilities that I have developed over the years of service in not only Mongolia but across Asia and Europe via international business development, film/TV productions, etc., related works.

I'm internally complex yet externally simple, an experienced leader who can enjoy taking the back seat for the team; I'm actively able (technical skill sets/experience) to lead from the front, in parallel and from behind when situational environs require different styles of leadership (out in the field or in the office). Even though I've been in the lime-light (fancy suits, event speaker, country facilitator/production manager/location scout/etc for famed Reality Shows with countless Emmys/Awards, filmmaker/producer for well-known organizations/institutions, project manager for international development initiatives at top-tier agencies/organizations, Ministry approved Exhibitor/Country Representative at famed international business shows/fairs for almost a decade, Ministry Medal of Honor Awarded Specialist, etc.) I prefer a pair of jeans, t-shirt, cowboy boots, getting my hands dirty, living a wholesome life in a cabin out in the woods, and spending quality time with family and friends over a wonderful BBQ - and living a meaningful life. Though I may have many international experiences, successes and accomplishments but that never detours me from trying to be a simple/good human with my friends, family and colleagues.

I kindly invite you to visit [www.GERtoGER.org](http://www.GERtoGER.org) - [www.Zanjan-Fromer.com](http://www.Zanjan-Fromer.com) - [www.Responsible.Tours](http://www.Responsible.Tours) and [www.LastLifeline.org](http://www.LastLifeline.org) as these sites offer additional windows through which my works and passions may be explored.

Thank you kindly for reviewing my information.

Sincerely,

Mr. Zanjan Fromer

**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



**ZANJAN T. FROMER**

+1 (907) 331-6362

info@Zanjan-Fromer.com

www.Zanjan-Fromer.com

Currently in the USA

**MORE INFO**

**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 NATIGEO GEOTOURISM AMBASSADOR**

**ZANJAN FROMER**  
 has completed the Geotourism Ambassador workshop, held at National Geographic headquarters, Washington, DC, USA, 1 February 2010

*John M. Burt*  
 Director, Center for Sustainable Destinations, National Geographic Society

**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 \$10.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**



**TECHNICAL SKILLS**

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

**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

CMO CONCEPTS TO REALITIES: INNOVATIONS

**“DETAILED RESUME SECTION”**

**MR. ZANJAN FROMER**  
([www.Zanjan-Fromer.com](http://www.Zanjan-Fromer.com))

Strategic Multi-Sector Mass Media Marketing/  
Competitiveness Development

**Citizenship:** USA **Birthplace:** Petersburg, Alaska

**Ethnicity:** Alaskan Native (Tlingit ID #A008426), Hawaiian, European and Asian

**Federal Related Experience:** USAID funded Initiatives in Mongolia

- USAID funded The Competitiveness Initiative (J.E. Austin Associates)
- USAID funded Gobi Initiative (Mercy Corps)
- USAID funded Ger Initiative (Community Habitat Foundation/Global Communities)

**BRIEF LIST OF MAJOR ACHIEVEMENTS - OVER A DECADE OF CONTINUED SUCCESSES:**

- 20+ Years of rural-to-international (vice versa) overseas social economic development/supply chain initiatives;
- 20+ Years of multi-sector/multi-industry mass media designing, developing, managing, and global marketing;
- Awarded the Mongolian Ministry Medal of Honor for Leadership;
- Official fixer/facilitator and production management for both The Amazing Race USA and Australia in Mongolia - quoted as "The Best Episode Yet!" for Australia and USA's Season 10 Awarded both an EMMY/DGA Awards;
- Since 2010, Washington D.C. HQ certified National Geographic Society's Geotourism Ambassador;
- Nearly a decade being Mongolia Ministry selected/approved Country-level "Official Exhibitor" to famed Expos;
- Over a decade of being "Featured" in numerous famed International Publications; NATGEO, USA TODAY, UNESCAP, Lonely Planet Mongolia (2008-14)/Lonely Planet's Tran-Siberian, Rough Guides, Zeit Online, etc.

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**MAIN FIELDS OF EXPERIENCE**

My aim is to fully support rural/urban/international related multi-sector social economic development and/or business endeavors via a broad diversity of multi-industry skill-sets and 26+ years of Rural/Urban-to-International (and vice versa) Multi-Industry/Multi-Sector applied expertise, experiences, etc.

**Chief Marketing Officer (CMO) / Competitiveness / Mass Media Marketing**

*Mass media marketing; TV productions; tourism R&D; SME; social entrepreneurship; special projects; internationally famed business fairs (ITB Berlin, WTM London, FESPO Switzerland, COTTM Beijing, etc.), etc., rural-to-global CMO capacities that are all 100% transferrable to 'most' industries.*

**Strategic Multi-Sector Development/Field Specialist (Rural to International Development)**

*Rural/Urban-to-International (and vice versa) Multi-Industry Development/Outreach; community based tourism-to-international destination development, SME development, humanitarian initiatives, etc.*

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**MULTI-SECTOR/MULTI-INDUSTRY SOCIAL ECONOMIC DEVELOPMENT; SHORT-LIST OF 26+ YEARS: 'CMO/STRATEGIC FIELD SPECIALIST'**



Many analytic initiatives/projects have been independently/contractually carried out via USAID, World Bank, Swiss International Development Agency, [GERtoGER.org](http://GERtoGER.org), [Adventure-Studio.com](http://Adventure-Studio.com), etc.:

•**Special Projects (R&D):** online/offline data-collection/mining; strategy development; project/budget/deliverable designing/launch; management/

- operations; monitor/evaluation; re-strengthening, etc.
- **Rural Initiatives (R&D):** cashmere/ meat/ tourism development; community-based tourism; SMEs; product development; branding; photography/filming; mass media deliverables & distribution; etc.
  - **National/International Initiatives (R&D):** multi-industry development; destination development; international market linkage development; international business/market expos; etc.
  - **Competitiveness (R&D):** multi-industry/ business/ SMEs/ associations/ product/ service/ market intelligence & strategies; project/budget designing; deliverable planning/ development, distribution; etc.
  - **Tourism, etc., Supply Chain Initiatives (R&D):** cross-industry survey mapping, analysis, reporting, project designing (community-based, destination development, etc.), implementation, management, node monitor/evaluation, node re-strengthening, community mobilization, outreach training and program development, rural to ministerial and international market communications (vice versa), etc.
  - **Internet/Offline Mass Media (R&D):** tailor-made websites/other deliverables; infomercials and short documentaries; market strategies; press-releases; publications; media-outlets pieces; tourism board/ national association info packets; email marketing; expo spots, social media campaigns; SEO/SEM; etc.
  - **Film/TV (R&D):** digital photography/videography for film/TV productions, reality shows, documentaries, travel infomercials, museum centerpieces, expo centerpieces, websites, marketing, etc.
  - **Digital/Print (R&D):** digital (web, eBooks, etc.) and print (expos, brochures, etc.) designing, publishing and distribution; distribution strategies and channels; etc.

#### **Shortlist of Initiatives - Online Links to Supportive Documentations:**

[www.Zanjan-Fromer.com](http://www.Zanjan-Fromer.com) - Rural to International Field Specialist, Media, R&D, Special Projects  
[www.GERtoGER.org](http://www.GERtoGER.org) - Nomad Centered Community/Rural-Based GEOTourism  
[www.Adventure-Studio.com](http://www.Adventure-Studio.com) - Film/TV Productions, Location Fixing/Producing, Filmmaking  
[www.Responsible.Tours](http://www.Responsible.Tours) - Initiative to facilitate responsible tourism  
[www.AlaskanRoutes.com](http://www.AlaskanRoutes.com) - Currently a Volunteer Initiative to help facilitate Alaskan GEOTourism  
[www.lastLIFELine.org](http://www.lastLIFELine.org) - Volunteer Initiative to facilitate MDG/SDG/Human Rights Awareness  
<http://www.jeaustin.com/experience/> - USAID Funded The Competitiveness Initiative  
[USAID Funded The Gobi Initiative](#) - Google Resources for USAID Funded Initiative

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## SHORT-LIST: CMO/STRATEGIC FIELD SPC. ACCOMPLISHMENTS

### **COMMITTED: 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)

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## EMPLOYMENT HISTORY

### **GER TO GER GEOTOURISM AGENCY AND FOUNDATION - WWW.GERTOGER.ORG**

*June 2005 – Present • Mongolia/International • 40+ hours per week • Often 6 to 7 days a week*

Since founding GER to GER (CEO/CMO), it has become one world's first social economic enterprises that successfully works with nomadic communities across Mongolia along the country's multi-industry supply chains to develop remote, regional and nationwide community based tourism services and products. GER to GER, in essence, is a social economic development initiative with a strong humanitarian outreach component that aims to creating sustainable livelihoods for remotely located nomadic families and rural communities via social economic value/supply chain mobilization. Today GER to GER operates across Mongolia's deserts, open steppes, river valleys, mountain passes and more. Owing to the uniqueness of GER to GER's approach it has generated countless successes as well as decades of recognitions by famed international institutions - National Geographic Society, Ashoka Changemakers, UNESCAP, Lonely Planet, Rough Guides, New York Magazine, USA TODAY and many, many more. GER to GER has been a catalyst towards rural job markets diversification and value added destination product which have generated millions of USD towards Mongolia's economy, and more.

*TECHNICAL SKILL-SETS (refer to Resume Supplemental from Page 11 for details): 1.*

*COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM*

### **THE AMAZING RACE AUSTRALIA (MONGOLIA) "THE BEST EPISODE YET!"**

*April 2019 – October 2019 (6 months) • Mongolia • 40+ hours per week • Often 6 to 7 days a week*

GER to GER was contracted as Country Facilitator, Fixer, Production Management, etc., responsible for all aspects of The Amazing Race production (Channel 10) from assisting with creative, managing location scouts, budgets, pre-production, production and post production, all ground logistics/accommodations, permits, human resources, contracting, etc., till final wrap-up... a lot of preparation went into this globally famed production as being a reality show - they only get one chance to shoot. *TECHNICAL SKILL-SETS (refer to Resume Supplemental from Page 11 for details): 1. COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2.*

*PROFESSIONALISM*

### **ADVENTURE-STUDIO.COM - MEDIA AND TV PRODUCTIONS (ZANJAN-FROMER.COM)**

*September 2003 – Present • Nationwide/International • Depending on Projects; 40+ hours per week*

I established Adventure Studio (owner/CMO) after working for USAID The Competitiveness Initiative as a means to continue assisting Mongolia's meat, tourism and cashmere industries to further strengthen their export marketing efforts. Adventure Studio quickly gained recognition and respect owing to domestic and international works (countless of projects: film, tv, digital media, marketing, etc.), and became the cornerstone in Mongolia that international film and tv crews would contract to carry-out their nationwide productions (fixer, production manager, line producer, associate producer, producer, etc.).

Overtime, international famed production companies and organizations i.e. National Geographic Society, CBS's The Amazing Race, UNIVERSAL/Syfy's Destination Truth, NBC, Arclight, No Strangers, etc., International Productions have all contracted Adventure Studio for production management related works. Please visit [www.Zanjan-Fromer.com](http://www.Zanjan-Fromer.com) for additional details. *TECHNICAL SKILL-SETS (refer to Resume*

**Supplemental from Page 11 for details): 1. COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM**

**“DESTINATION TRUTH” - NBC UNIVERSAL STUDIO’S SYFY CHANNEL**

*October 2007 (1 month) • Ulaanbaatar to Gobi Desert Region • 40+ hours per week*

Adventure Studio was contracted to assist with pre-production, production and post production logistics, transportation, human resources, etc., services. **TECHNICAL SKILL-SETS (refer to Resume**

**Supplemental from Page 11 for detail): 1. COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM**

**NATIONAL GEOGRAPHIC SOCIETY WASHINGTON D.C. MUSEUM**

*November 2006 (1 month) • Mongolia – Washington D.C. • 40+ hours per week*

Adventure Studio was contracted by National Geographic’s Museum to produce the Museum’s Centerpiece Film: “Rebirth of Mongolia’s Traditions” **TECHNICAL SKILL-SETS (refer to Resume**

**Supplemental from Page 11 for details): 1.2 MASS MEDIA & COMMUNICATIONS 2. PROFESSIONALISM**

**CBS’S THE AMAZING RACE USA IN MONGOLIA - EMMY/DGA WINNING SEASON**

*March 2006 – June 2006 (3 months) • Mongolia • 40+ hours per week • Often 6 to 7 days a week*

Adventure Studio was contracted as Country Facilitator, Fixer, Production Management, etc., responsible for all aspects of The Amazing Race production from assisting with creative, managing location scouts, budgets, pre-production, production and post production, all ground logistics/accommodations, permits, human resources, contracting, etc., till final wrap-up... a lot of preparation went into this globally famed production as being a reality show - they only get one chance to shoot. This season of The Amazing Race won both EMMY and DGA Awards. **TECHNICAL SKILL-SETS (refer to Resume Supplemental from**

**Page 11 for details): 1. COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM**

**WORLD BANK MONGOLIA AND WORLD BANK D.C.**

*June 2005 – October 2005 (4 months) • Mongolia • 40+ hours per week • Often 6 to 7 days a week*

Contracted by the World Bank to lead a team of multi-industry specialists to design and carryout a cross-industry survey, data-crunch and produce an overall cross-industry (tourism, etc.) social economic value/supply chain map and analysis report for World Bank’s Multi-Industry Competitiveness Business Climate Report. **TECHNICAL SKILL-SETS (refer to Resume Supplemental from Page 11 for details): 1.**

**COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM**

**USAID/CHF FUNDED GER INITIATIVE**

*June 2004 (1 month) • Mongolia • 40+ hours per week • Often 6 to 7 days a week*

Adventure Studio was contracted as Project Manager/Filmmaker of over 16 short films about CHF International’s community SMEs across Mongolia. **TECHNICAL SKILL-SETS (refer to Resume**

**Supplemental from Page 11 for details): 1. COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM**

**USAID FUNDED THE COMPETITIVENESS INITIATIVE**

*2000 – Spring 2004 (less than 4 years) • Mongolia/International • 40+ hours/6 to 7 days a week*

Contracted via J.E. Austin Associates - In brief, I was contracted as a CMO/Specialist to assist Mongolia's main industries (meat, tourism and cashmere) through its post-soviet transitional development via foundation laying 'Open Market Initiatives' to re-establish its market competitiveness through mass-media, filmmaking, producing a broad diversity of multi-industry destination/export marketing materials, branding, etc., for the National Associations and their respective member companies - literally 100s of project deliverables were produced, distributed across Mongolia and abroad. Those country-level international Open Market Initiatives led to the establishment/strengthening of Mongolia's rural to international supply chains to a broad range of non-soviet federation countries e.g. Europe, United States,



Asia, etc., which ultimately opened the doors to today's 'Open Market Economy'. **TECHNICAL SKILL-SETS (refer to Resume Supplemental from Page 11 for details):** 1. COMPETITIVENESS 1.1 SUSTAINABLE DEVELOPMENT 1.2 MASS MEDIA & COMMUNICATIONS 1.3 SUPPLY CHAIN INITIATIVES 2. PROFESSIONALISM

#### **USAID FUNDED GOBI INITIATIVE**

*November 1998 – April 1999 (5 months) • Mongolia • 40+ hours per week*

Short Term Assignment – Contracted by Mercy Corps International to convert existing data-sets into nationwide digital/interactive GIS database maps that mapped the underground water flows, watersheds, etc., to assist projects focused on supporting Mongolia's nomadic families. **TECHNICAL SKILL-SETS (refer to Resume Supplemental from Page 11 for details):** 1.1 SUSTAINABLE DEVELOPMENT 2. PROFESSIONALISM

#### **SOROS FOUNDATION**

*September 1997 – December 1997 (3 months) • Mongolia • 40+ hours per week*

Short Term Assignment – Part of the Annual Report Team

#### **MONGOLIAN ASSOCIATION FOR CONSERVATION OF NATURE AND ENVIRONMENT**

*October 1996 – December 1996 (2 months) • Southwestern Gobi Desert • 40+ hours per week*

Short Term Assignment – Expedition Support for American/Mongolian Biologists.

#### **ALASKA SIGHTSEEING CRUISE WEST**

*May 1992 – November 1994 (2 years 6 months) • Southeast Alaska/Columbia River • 40+ hours per week*

General marine/land related seasonal tourism on and off ship both in Alaska and along the Columbia River. Professional starting point where I had learned numerous professional skills via the ship's chef, customer service crew, deckhands, 1st officer and captain: cooking, marine navigation, ship maintenance, customer service, etc. *Shortlist of Skill-sets: Marine Tourism Related, Cooking, Deckhand, Marine Travel & Safety, etc.*

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## **COMPUTER SOFTWARE**

*Software Knowledge (average 20 years); Film/TV, Audio, Photography, GIS, Office, Strategic Planning, etc., for detailed list please refer to [www.Zanjan-Fromer.com](http://www.Zanjan-Fromer.com)*

### **FILM/PHOTOGRAPHY/DESIGN SOFTWARES**

- Adobe Creative Cloud: Premiere, After Effect, Photoshop, Lightroom, Illustrator, InDesign, Dreamweaver, Spark Post, Spark Page... ACID PRO Audio Editing, Mixing, Scrivener, etc.

### **WEB/SOCIAL MEDIA/ONLINE MARKETING SOFTWARES**

- Website Hosting/Development (WordPress, etc.) - own hosting service with [MediaTemple.net](http://MediaTemple.net)
- Email Marketing via platforms (CampaignMonitor, etc.) as well as my own servers
- Online Security: [sucuri.net](http://sucuri.net), VPNs...
- SEO/SEM/WEB AUDIT Tools
- Analytic Tools: Google Analytics, SEO Analytics, Google Trends, UNWTO Dashboard...
- All major social media tools; Hootsuite, Google My Business...
- All major social media/video platforms; Instagram, Facebook, Twitter, Youtube, Vimeo...

### **GIS & PLANNING SOFTWARES**

- MotionX, GPS Tracks, GPS log, MapInfo, Moveslink, TPE, My Radar, OmniFocus, OmniPlan... Mind Mappers – iThought... Microsoft Project, etc.

### **OFFICE SOFTWARES**

- Word, PowerPoint, Excel, Pages, Keynote, Numbers, etc.

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## EDUCATION & ADDITIONAL TRAINING

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

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## HONORS AND AWARDS

- 2015 MONGOLIAN MINISTRY MEDAL OF HONOR FOR LEADERSHIP
- 2010 National Geographic Society D.C. HQ Certified Geotourism Ambassador
- 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.

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## VOLUNTEER WORK & COMMUNITY INVOLVEMENT

- 2005 till Today - GER to GER GEOtourism - [www.GERtoGER.org](http://www.GERtoGER.org)
- [www.AlaskanRoutes.com](http://www.AlaskanRoutes.com) - Currently a Volunteer Initiative to facilitate Alaskan GEOtourism
- [www.lastLIFELine.org](http://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

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## PROFESSIONAL ASSOCIATIONS & REFERENCES

- **NATGEO** - National Geographic Society; **MTA** - Mongolian Tourism Association; **ATTA** - Adventure Travel and Trade Association
- **The Amazing Race USA** - Barry Hennessy ([bhennessy77@mac.com](mailto:bhennessy77@mac.com)) - 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 ([alenkahenry@gmail.com](mailto:alenkahenry@gmail.com)) & Jack Walworth ([jack@jackwalworth.com](mailto:jack@jackwalworth.com)), Producers
- **The Amazing Race USA** - Jennifer Madsen Jones, currently: EIC, LP, Co-EP ([jenmadsen@gmail.com](mailto:jenmadsen@gmail.com))
- **USAID Funded GER Initiative** - Margaret Herro, C.O.P. ([marherro@gmail.com](mailto:marherro@gmail.com))
- **USAID Funded Gobi Regional Economic Growth Initiative** - David Dyer ([davidrdyer@gmail.com](mailto:davidrdyer@gmail.com))
- **USAID Funded The Competitiveness Initiative** - Alan Saffery, D.C.O.P. ([alan@saffery.org](mailto:alan@saffery.org)): *"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."*

*NOTE: to maintain the privacy and security of my references - I have only provided email address. Upon request, I will obtain and provide their contact numbers if absolutely required.*

**“RESUME SUPPLEMENTAL SECTION - TECHNICAL SKILL SETS”**

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## MULTI-SECTOR/MULTI-INDUSTRY SKILL-SET(S); ORIGIN & TODAY

I was born as an “**Alaskan Islander**” (Petersburg, Alaska; 9.9 mi wide and 17.3 mi long) - or what many would consider to be Extreme Rural America. Today, as a comparative-control analysis, I often reflect on Petersburg and many other firsthand world experiences (historical, cultural, socio-political, geographical, environmental, etc., references as well – SEE LINKS: [GLOBAL EXPERIENCE & SKILL SETS](#), [VISUAL HISTORY](#), [DEVELOPMENT: RURAL-TO-INTERNATIONAL](#) and [MULTI-SECTOR: PORTFOLIO/HONORS](#)) to solve a multitude of complicated supply chain issues.

Nevertheless, Petersburg is comparatively more remote than any midwest or southern State; more remote and isolated than Mongolia; and more challenged, supply chain-wise, than most of the USA, EU, UK, Central Asia, Asia, etc. Since childhood, I’ve either experienced it (part of life) and/or learned the importance of supply chains (tourism, etc.) as our Alaskan Island Communities would have to wait for the barges or ferries via The Alaskan Marine Highway, etc., to bring supplies from Seattle, Juneau, etc. Throughout my young adult-life, I worked within the Alaskan tourism industry (SMEs, Shops, Docks, Ships, etc.) that provided a vast diversity of firsthand learning experiences concerning the importance of sustaining rural/urban-to-international (and vice versa) supply chains through harnessing the social-economic viability of remote natural, cultural, etc., resources. These early lessons/experiences provided the foundation for my ‘applied industry education’ via countless “lessons learned” to form my unique appreciation/approach towards ‘rural/urban-to-international (and vice versa) social economic development’ through the use of innovative ‘sustainability’ strategies; chiefly, competitiveness development via market intelligence and mass media.

Since 1994 (*just a couple years after the Cold War/Mongolia leaving the Russian Federation*), I have worked for numerous top-tier domestic and international NGOs, development agencies, businesses, etc., to assist Mongolia to re-establish/strengthen it’s post-soviet rural-to-international (vice versa) multi-industry social economic capacities (meat, tourism, cashmere, etc.), human rights, democracy, etc. For 26+ years, I have been actively involved (as a field/communications/chief marketing officer, project manager, production fixer/producer, founder) on numerous overseas transitional social economic development initiatives and projects (business, development, film/tv, etc.) spanning across extremely remote rural locations (nomadic tribes; deep deserts, isolated mountain ranges, across vast geographic emptinesses, -40 snow storms to +40 sand storms and more) to regional, national and internationally famed business arenas/fairs/shows/expos around the world. Most of my works have been engaged in rural social economic development and strengthening industries via COUNTLESS grass-root to macro-level projects, branding and market strengthening initiatives that support nomadic families, businesses, rural communities, public-private sectors as well as National Associations and their respective businesses – thus rural, regional, national and international (and vice versa) supply chains/business linkage development.

All my overseas social economic development experiences, lessons learned, skills and expertise, are 100% transferable towards any countries’ rural social economic development (i.e. products/services still need to be strengthened, branded and marketed across the domestic markets/abroad).

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## SHORT-LISTS OF CMO/TECHNICAL DEVELOPMENT SKILL-SETS ACQUIRED ON THE JOB and/or via EDUCATION

*As there are many overlapping/shared skill-sets - I have reduced this section to ‘core’ skill-sets to be associated with each section (detailed skill-set lists on [www.Zanjan-Fromer.com](http://www.Zanjan-Fromer.com)):*

**1. COMPETITIVENESS (Rural, Regional, National, International: 20+ years):** business/product/service market analysis and development, branding, communications, etc., VIA [GERtoGER.org](#), USAID, SDC, [Adventure-Studio.com](#); domestic and international marketing (online, global travel fairs, etc.)

- **Business/Market Intelligence:** research, supply chain mapping, online/offline competitiveness analysis
- **Product Competitiveness:** research, design, development, brand, strengthen & re-strengthen
- **SITREP analysis/reporting:** competitors, constraints/challenges, trends, SWOT, etc.
- **Business/Product Linkage Development:** business networking, expos, event management, etc.
- **Communications Strategies:** market analysis, content development and delivery
- **Market Communications:** social media platforms, campaigning, email marketing, hashtag strategies
- **Content Enrichment and Management:** website blog, film, photography, stories, podcasts
- **Digital Media Marketing:** Website (CRM - WordPress, Joomla, etc.), social media platforms
- **Search Engine Optimization & Marketing:** content development strategies via Analytics, Trends
- **Graphic Designing:** communication pieces/materials for print and online marketing

**1.1 SUSTAINABLE DEVELOPMENT (Rural, Regional, National, International/NGO Related: 20+ years):** countless Social Economic Development projects were carried out VIA FREELANCE, USAID, [GERtoGER.org](http://GERtoGER.org) and [Adventure-Studio.com](http://Adventure-Studio.com)

**Domestic/International Research and RAPID Expeditionary Development Skill-Sets (20+ years):**

Project research (surveying [onsite, etc.], data-collecting, analysis, etc.), feasibility studies (product/service analysis, market/supply chain analysis/GIS mapping, startup, launch, manage, etc.), project design and development, grant writing, launch/implementation, management, monitor/evaluate, strengthening, expansion, re-strengthen, report... for:

- **Business Intelligence:** market research, supply chain mapping, online/offline competitiveness analysis
- **Budgeting/expense analysis:** savings/leaks, flows, trends/projections, viability, etc.
- **Assessments, mapping, Analysis:** community, risk/health/safety, projects, financial, terrains, etc.
- **Multi-industry export market development:** meat, tourism and cashmere
- **Business/SME/social entrepreneurship development:** mainly tourism and tourism spin-offs
- **Supply chain analysis:** project adaptations, modifications and/or advancements
- **Multi-cultural project management/team leadership:** small/large - rural to international
- **SITREP analysis/reporting:** competitors, constraints/challenges, trends, SWOT

**1.2 MASS MEDIA & COMMUNICATIONS (Rural, Regional, National, International: 20+ years):**

film, TV and travel productions VIA [GERtoGER.org](http://GERtoGER.org), USAID, [Adventure-Studio.com](http://Adventure-Studio.com); client-list is extensive via USAID, Adventure Studio and GER to GER e.g. CBS's The Amazing Race, NATGEO, Rubin's Art Museum, UNIVERSAL

- **Business Intelligence:** market research, supply chain mapping, online/offline competitiveness analysis
- **All aspects of Film/TV Productions:** location scouting, budgeting, permits, talent/crew/production assistants/etc., local supplier contracts, customs, transportation (sea, land, air), location setup, production, wrap-up, post-production, etc.
- **Filmmaking:** producing, videography, video editing, audio editing, original soundtrack mixing
- **Production management:** producing, facilitating, fixing, production managing
- **Stock footage/photography - content enrichment:** travel, reality, documentary, B-roll
- **Digital photography and editing:** travel, landscapes, artistic flare
- **Digital materials:** websites, e-brochures, flash drive, etc.
- **Print designing:** expo-stands, brochures, leaflets, bags, pens, book-markers

**1.3 SUPPLY CHAIN INITIATIVES (Rural, Regional, National, International: 30+ years):**

Community based tourism, regional tourism development, national tourism development, destination development, etc., tourism Related VIA Alaska, SDC, World Bank, USAID, [GERtoGER.org](http://GERtoGER.org), [Adventure-Studio.com](http://Adventure-Studio.com), etc.; client-list for Mongolia-based companies is extensive as I carried out works via USAID and Adventure Studio

**Domestic/International Field Skill-Sets - Project/Itinerary/Expedition/Product/Logistics/Etc., Research and Development (average 20+ years):** Data collecting, Geographic Information Systems (GIS) for destination planning/risk & threat assessments (health/safety)/etc., project development/

planning, launch & management, HR & location development for LOC management, strengthening, expansion, monitor and evaluation, re-strengthening... for:

- **Business/Market Intelligence:** research, supply chain mapping, online/offline competitiveness analysis
- **Product/Service Competitiveness:** research, design, development, brand, strengthen & re-strengthen
- **Product/Service Development:** community based, regional, destination development
- **Product/Service Communication Materials:** web, print, photography, video, stories, testimonials
- **Product/Service Management:** Expedition Drivers, Leaders, Cooks, Clients' Health and Safety
- **SITREP analysis/reporting:** competitors, constraints/challenges, trends, SWOT
- **Business/Product Linkage Development:** business networking and management
- **Budgeting/expense analysis:** savings/leaks, flows, trends/projections, viability
- **Assessments, mapping, Analysis:** community, risk/health/safety, projects, financial, terrains, etc.
- **Multi-industry export market development:** meat, tourism and cashmere
- **Business/SME/social entrepreneurship development:** technical advising/competitiveness/media
- **Supply chain analysis:** project adaptations, modifications and/or advancements
- **Multi-cultural project management/team leadership:** small/large - rural to international
- **International Travel Fairs and Exhibitions (10+ years):** ITB, WTM, LA Travel, etc.
- **Pre-Departure Responsible Tourism Training:** for Internationals/Multi-Cultural Liaison
- **Alaskan Marine Tourism Related:** Prep-Chef, Deckhand, Maritime Travel & Safety
- **International R&D Travel** – around the world countless times: USA, Canada, SE Asia, Central Asia, NE Asia, Russia, Israel, Europe.

## 2. PROFESSIONALISM AND ASSOCIATED TANGIBLES

The following skill-sets have been developed and honed throughout countless projects (film/tv, social economic development, business, etc.) for a vast variety of businesses, development agencies, famed film/TV shows, and more as clearly highlighted by aforementioned 'Career Accomplishments Timeline':

**2.1. Leadership skills:** field specialist, founder, project manager, production facilitator/manager/producer/fixer/etc., social entrepreneur/field specialist (GER to GER Geotourism, World Bank, SDC, USAID, Ministry Medal of Honor for Leadership, National Geographic Society Certificate of Excellence as well as Geotourism Ambassadorship, etc.)

**2.2. Interpersonal skills:** over a decade of international experiences ranging from recognitions in famed publications, honors and awards by top tier international agencies, organizations, Ministries, etc., that cover a geographic territory spanning around the world ranging from participatory trainings with nomadic tribes across Mongolia to being Ministry approved Country Level Exhibitor and guest speaker at famed international travel shows (*LA TRAVEL & ADVENTURE SHOW, ITB BERLIN, WTM LONDON, HONG KONG, COTTM CHINA, TAIWAN, etc.*)

**2.3 Communication skills:** Global Marketing Communications & Mass Media Specialist, branding, export marketing, etc., for multi-industry development of rural to international supply chains (USAID The Competitiveness Initiative and many other domestic/international public-private sector initiatives).

**2.4 Management skills:** project manager (World Bank, USAID, SDC, etc.); facilitator/fixer (The Amazing Race, etc., TV Shows); founder, field specialist, developer, global marketing/business linkage development, project management, etc. (GER to GER GEOtourism); etc.

**2.5 Intellectual skills:** I have dedicated decades towards enriching my multi-sector/multi-industry capacities for a variety of purposes. My skills range from professional research/analytical works such as the 'Cross-Industry Tourism Competitiveness Survey, Mapping and Supply Chain Analysis' for World Bank that focused on surveying/mapping accommodations, food & drink, fuel & oil, operators, transportation sector (ground/air) etc., to obtaining a vast variety of skill-sets (filmmaking/editing, audio mixing/editing, photography, digital media, graphic designing, web development, print publications, GIS/mapping, etc.) as briefly covered via my graphic resume; virtually an all-in-one/in-house multi-purpose field/production unit. It's my broad variety of skill-sets that famed Reality Shows like CBS's The Amazing Race (EMMY/DGA Awarded Season) and others rely on - from location scouting to production facilitation/management to wrap up they all know that they can count on me to get the job done and make unforgettable TV Episodes.