

First and foremost “Thank you! I really do appreciate your time and consideration.”

I’m an international strategic field specialist (Petersburg, Alaskan born) with a strong focus on “rural/urban-to-international (vice versa) competitiveness development”. I have a broad diversity of skill sets including but not limited to: film/tv productions, international mass media marketing, print & digital publishing, web development, SEO/SEM, social economic development/rapid expeditionary R&D [*GISing & assessing supply/value chains, etc.*], community/responsible tourism development, photography, videography/editing, etc. From 1994 onwards, I have worked on numerous overseas USAID, World Bank, etc., Initiatives to advance Mongolia and its public-private sectors/industries after it separated from the Russian Federation in 1989. As a strategic partner to the USA, our mission was/is to advance Mongolia’s main industries thus strengthening their cross-industry supply/value chains (*food/drink, accommodations, fuel/oil, land/air transportation, etc.*) to reach Global Competitiveness. Much of my mental-bedrock dates back to Petersburg and Juneau (AK) as both are comparatively more remote than any midwest or southern States; more remote and isolated than Mongolia; and more challenged, supply chain-wise, than most of the USA, EU, UK, Central Asia, Asia, etc., as there are only air/sea options to reach these locations. Via my life experiences/skill sets, I have succeeded in advancing the strategic market competitiveness of remotely located nomadic families across Mongolia into the international marketing arenas; a.k.a, famed business expos, film productions, tourism initiatives, social economic development initiatives, etc. I’ve personally navigated, GIS-ed, designed, developed, produced, implemented, managed, etc., every level countless of times over the past couple of decades; from the incredible roughness of the field (*four seasons*) till the professionalism of business events.

For the past 26+ years abroad, I have honed a broad diversity of multi-sector/multi-industry skill sets that have led to countless beneficial results for the country and its peoples; beyond the long-list of international achievements/recognitions spanning two decades (*associated with Emmy & DGA wins, Ministry level Medal of Honor, etc.*), the greatest achievement that I personally pride myself on is that I have successfully designed & established a nationwide community-based tourism organization www.GERtoGER.org that actively fosters the United Nations MDGs/SDGs within its operations across Mongolia with the nomadic communities. Today, it has become an industry powerhouse that even challenges 100 million dollar travel platforms (*offline as well as online as the activities/site that’s been designed for them outperforms even major industry competitors’ SEO/SEM, etc.; TripAdvisor, etc.*). Most of my international works are well documented with almost two decades of international recognitions that have all featured my works; ranging from, numerous National Geographic Society publications to numerous international guide books to famed online magazines e.g. New York Magazine, USA TODAY to both The Amazing Race USA and Australia, and more... even the United Nations ESCAP has written up GER to GER in a highlighted section within their international report as ‘a recommended case study’ for governments to refer to.

Historically, I am one the longest-standing USA social economic developers within Mongolia with an in-country presence of 26+ years. 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 and/or supportive roles (out in the field or in the office). Even though I’ve been in the lime-light (*fancy suits, event speaker, country specialist for famed reality shows, filmmaker/producer, project manager for international initiatives at top-tier development agencies/organizations, Ministry approved exhibitor for famed international business expos, etc.*), I prefer a pair of jeans, cowboy boots and living a wholesome life in a cabin out in the woods - *I’m still Alaskan to my core.*

On the following page for quick reference, I have provided an infographic resume - easy to absorb. The remainder of the document is in-line with USA-GS (Federal) Positions pertaining to my works, achievements, etc., with a supplemental “skill sets” section that clearly conveys my multi-sector/multi-industry skill sets. Lastly, I have 5 years of “professional” (non-degree) education backed by 20 up to 30+ years of “equivalent experience” that far exceeds any Bachelor and most Master Degree requirements; as proven by my successful “timeline” as a Specialist and as an Executive supported by two decades of recognitions & honors with top tier international organizations, agencies, tourism boards/associations, businesses, film/tv production companies, etc. I kindly invite you to visit GERtoGER.org [Founder/Chief Marketing Officer] - Zanjan-Fromer.com [Strategic Field Specialist] and LastLifeline.org [Humanitarian/Specialist] (*even AlaskanRoutes.com & Responsible.Tours - pipeline projects in their incubation phase owing to COVID19*) as these sites offer additional windows through which my works and passions may be explored. Thank you kindly for your time & consideration!

Sincerely, Mr. Zanjan Fromer

STRATEGIC: COMPETITIVENESS/ MASS MEDIA MARKETING/ MULTI-SECTOR DEVELOPMENT

WORKS FEATURED ON... SOME PAST AND CURRENT PARTNERSHIPS



- 35+ YEARS OF TOURISM EXPERIENCE; TRAVEL, WORK, ETC., AND/OR INDUSTRY ASSOCIATED SUPPLY/VALUE CHAIN R&D
- 26+ YEARS OF INTERNATIONAL EXPERIENCE; TRAVEL, WORK, BUSINESS MANAGEMENT, CONSULTING, HUMANITARIAN, ETC.
- 20+ YEARS OF COMPETITIVENESS DEVELOPMENT; ONLINE/OFFLINE RURAL/URBAN-TO-INTERNATIONAL (VICE VERSA)
- 20+ YEARS OF MULTI-SECTOR/MULTI-INDUSTRY INITIATIVES; MASS MEDIA DESIGNING, DEVELOPING, MANAGING, MARKETING
- 20+ YEARS OF WEB & EMAIL MARKETING RELATED WORKS; CONTENT DEVELOPMENT, SEO/SEM STRATEGIES, NETWORKING, ETC.
- 20+ YEARS OF INTERNATIONAL PROJECT MANAGEMENT; MASS MEDIA, MARKETING, SOCIAL ECONOMIC DEVELOPMENT, ETC.
- 20+ YEARS OF VIDEOGRAPHY/PHOTOGRAPHY; FIELD EXPERIENCE; FILMMAKER, PRODUCER, COUNTRY FIXER, ETC.

ABOUT ME

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; 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 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

Professional Courses Studied at
 National University of Mongolia
 1995-2000 Mongolia

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

WORKS: PAST-PRESENT

Communications/Marketing - Specialist

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

Founder/Mass Media - Specialist

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 - 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

MORE INFO

TECHNICAL SKILLS SETS

26+ YEARS OF SUPPLY/VALUE CHAIN R&D, STRENGTHENING, ETC., VIA MASS MEDIA & EXPEDITIONARY DEVELOPMENT



SHORT LIST (visit website more details):

- R&D; Special Projects, Social Economic Development
- Transitional/Stabilization/Outreach Works
- 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, 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, VSO, etc.
- Track/Mitigate Threats; analysis, prevention, management, etc.
- Threat Mitigation Innovation; analog, digital, GIS, VSO, etc.

CONCEPTS TO REALITIES: INNOVATIONS

SOME USEFUL NUMBERS

10+ Awards/Recognitions	26+ yrs Overseas Years
1000s Satisfied Clients	100s Small/Large Projects

MAIN FOCUSES

Marketing	Productions	R&D
Sea Tourism	Land Tourism	Supply Chains

MR. ZANJAN FROMER

(www.Zanjan-Fromer.com)

DETAILED RESUME SECTION

STRATEGIC MULTI-SECTOR/MULTI-INDUSTRY COMPETITIVENESS/ MASS MEDIA
MARKETING/ TRANSITIONAL SOCIAL ECONOMIC DEVELOPMENT

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

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

USAID 'Associated' Experience: Specialist/Consultant/Contractor on 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)

Quick HIGHLIGHTS of my Professional Equivalent-Experiences as of 2020

- 35+ years of tourism experience; travel, work, etc., and/or industry associated supply/value chain R&D
- 26+ years of international experience; travel, work, business management, consulting, humanitarian, etc.
- 20+ years of strategic competitiveness development; online/offline rural/urban-to-international (vice versa)
- 20+ years of market intelligence; competitiveness related works and initiatives
- 20+ years of rural/urban-to-international branding; project & product development and strengthening (MEL)
- 20+ years of multi-sector/multi-industry initiatives; mass media designing, developing, managing, marketing
- 20+ years of web & email marketing related works; content development, SEO/SEM strategies, etc.
- 20+ years of international project management; mass media, marketing, social economic development, etc.
- 20+ years of videography/photography; filmmaker, production manager, producer, country fixer, etc.
- 20+ years experience with most Adobe Creative Cloud softwares, etc; 100s of print/digital deliverables
- 15+ years of international film and TV related production management; reality shows, documentaries, etc.
- Since 2002 international business expos related works and initiatives; ITB, WTM, COTTM, FESPO, SITM, etc.

MAIN FIELD OF EXPERTISE: APPLIED COMPETITIVENESS

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

Nearly 20 Years - Chief Marketing Officer (CMO):

competitiveness; mass media marketing (*web development, social medias, newspapers/magazines, brochures, billboards, TV broadcasts, radio programs, podcasts, email marketing, etc.*); TV/film; tourism R&D; SME; social entrepreneurship; special projects; internationally famed business expos (*ITB Berlin, WTM London, FESPO Switzerland, COTTM Beijing, etc.*), etc.

26+ Years - Strategic Multi-Sector Social Economic/Transitional Development (Expeditionary Development/Strategic Field Specialist e.g. GERTOGER.org):

Multi-Industry Development/ Outreach; community based tourism-to-international destination development, SME-spinoff development, humanitarian initiatives, etc.



HONORS AND AWARDS: CONFIRMATIONS OF EXPERIENCE

- 2019 Official fixer/facilitator and production management for The Amazing Race Australia in Mongolia - Mongolia quoted as “The Best Episode Yet!”
- 2015 **MONGOLIAN MINISTRY MEDAL OF HONOR FOR LEADERSHIP (Labor)**
- 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
- Nearly a decade of being Mongolian Ministry approved Official-Country-Level “Exhibitor” to famed Expos;
- More than a decade of being “Featured” in many famed International Publications; NATGEO, USA TODAY, UNESCAP, Lonely Planet Mongolia (2008-14)/Lonely Planet’s Tran-Siberian, Rough Guides, Zeit Online, etc.
- 2003 I was honored by Mongolia’s Tourism Association for Contributions made towards the Development of Mongolia’s Tourism Industry during my time with the United States Agency for International Development (USAID) funded The Competitiveness Initiative (2000-03).

SUMMARIZED TIMELINE: ACCOMPLISHMENTS & RECOGNITIONS

COMMITTED: 26+ Years Advancing Mongolia’s Social Economic Transitional 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 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - WTM London
- 2019 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - Swiss’s Travel Expo (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 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - Taipei’s Travel Expo
- 2018 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - Korea’s Travel Expo (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 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2017 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - Seoul Travel Mart Expo
- 2017 Exhibitor (GERTOGER.ORG) - COTTM, Beijing’s International Travel Exhibition
- 2017 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin, Germany Travel Expo
- 2016/17 Mongolia producer of “Dani’s Way”; Beijing, USA, Mongolia - Ministry supported
- 2016 Welt-sichten - featured in article (GERTOGER.ORG)
- 2016 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2016 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin Travel Expo
- 2015 Mongolian Ministerial Gold Star – Medal Of Honor For Leadership
- 2015 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - World Travel Market London
- 2015 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin Travel Expo
- 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 Mongolian Ministry approved exhibitor (GERTOGER.ORG) - ITB Berlin Travel Expo
- 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 Mongolian 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 10 Global Finalist, National Geographic/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 USAID 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)
- 2006 National Geographic’s D.C. Museum Centerpiece – filmed “Mongolia: Rebirth Of Traditions”
- 2006 CBS’s The Amazing Race S10 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) – 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 Expo – Mongolian Tourism Association/USAID Representatives – 1st time in Mongolian history that Mongolia participated in an international travel expo after 1989 transition.
- 2000-03 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; 1st Mongolian terminology/semantics symposium
- 1996-97 Mongolian Assoc. For Conservation Of Nature/Environment; snow leopard/gobi bear
- 1996-2000 First American to attended 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 tourism exposure)
- 1992 “Close Up Foundation” Washington D.C. (full scholarship provided by company I worked for)

Online Links to Supportive Documentations:

www.Zanjan-Fromer.com - Rural to International Field Specialist, Media, R&D, Special Projects
www.GERtoGER.org - Nomad Centered Community/Rural-Based GEOTourism
www.Adventure-Studio.com - Film/TV Productions, Location Fixing/Producing, Filmmaking
www.Responsible.Tours - Initiative to facilitate responsible tourism
www.AlaskanRoutes.com - Currently a Volunteer Initiative to help facilitate Alaskan GEOTourism
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

EMPLOYMENT HISTORY: EXPERIENCED

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

Main Roles: Founder, CEO & Chief Marketing Officer

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

Since establishing GER to GER 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/value 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 supply/ value 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.

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

Main Roles: Country Fixer, Facilitator & Specialist

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.

ADVENTURE-STUDIO.COM - MASS MEDIA/TV PRODUCTIONS (NOW: ZANJAN-FROMER.COM)

Main Roles: Founder, Chief Marketing Officer, Mass Media Marketing Specialist, Fixer & Expedition Logistics

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

I established Adventure Studio (*a Mongolia-based Studio*) 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 for additional details.

"DESTINATION TRUTH" - NBC UNIVERSAL STUDIO'S SYFY CHANNEL

Main Roles: Country Fixer, Facilitator & Specialist

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.

NATIONAL GEOGRAPHIC SOCIETY WASHINGTON D.C. MUSEUM

Main Roles: Filmmaker

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".

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

Main Roles: Country Fixer, Facilitator & Specialist

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.

WORLD BANK MONGOLIA AND WORLD BANK D.C.

Main Roles: Project Manager and Industry Specialist

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 supply chain map and analysis report for World Bank's Multi-Industry Competitiveness Business Climate Report.

USAID/CHF FUNDED GER INITIATIVE

Main Roles: Contractor, Project Manager & Filmmaker

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.

USAID FUNDED THE COMPETITIVENESS INITIATIVE

Main Roles: Communications and Mass Media Marketing Specialist

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/value 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'.

USAID FUNDED GOBI INITIATIVE

Main Roles: Data Processing and GIS Mapping

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.

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.

RESUME SUPPLEMENTAL: SKILL SETS

TECHNICAL SKILL-SETS ACQUIRED ON THE JOB, etc.

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/offline, global travel fairs, etc.)

- **Business/Market Intelligence:** research, supply/value chain mapping, online/offline competitiveness analysis
- **Product Competitiveness:** research, plan, design, development, brand, strengthen & re-strengthen
- **SITREP (non-military) 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 & Publishing:** communication pieces/materials for print (brochures, leaflets, etc.) and online

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

Domestic/International Research and Expeditionary Development Skill-Sets (20+ years): Project research (surveying [onsite, etc.], data-collecting, analysis, etc.), feasibility studies (product/service analysis, market/supply/value 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/value chain mapping, online/offline competitiveness analysis
- **Budgeting/expense analysis:** projects, productions, GER to GER, 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
- **SME Supply/value chain analysis:** research & analysis, adaptations, modifications and/or advancements
- **Multi-cultural project management/team leadership:** small/large - rural to international
- **SITREP (non-military) 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, USAID, 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, etc.

- **Business Intelligence:** market research, supply/value 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, drone
- **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/value 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, Adventure-Studio.com, etc.; client-list is extensive as I carried out works via USAID, The Mongolian Tourism Association/its members as well as via 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, location management, strengthening, expansion, monitor and evaluation, re-strengthening...

- **Business/Market Intelligence:** research, supply/value chain mapping, online/offline competitiveness analysis
- **Product/Service Competitiveness:** research, plan, 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, etc.
- **SITREP (non-military) analysis/reporting:** competitors, constraints/challenges, trends, SWOT
- **Business/Product Linkage Development:** business networking and management
- **Budgeting/expense analysis:** projects, productions, GER to GER, 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:** technical advising, competitiveness, mass media, etc.
- **Supply/value chain analysis:** research & analysis, 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 & Adventure, 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 via countless projects (film/tv, social economic development, business, etc.) that are actively used as clearly highlighted by the aforementioned ‘Career Accomplishments Timeline’:

2.1. Leadership skills: I've held various types of leadership roles that includes being a field specialist, founder, project manager, production facilitator/manager/producer/fixer/etc., social entrepreneur/field specialist for a variety of initiatives such as (but not limited to): GER to GER Geotourism, World Bank, SDC, USAID, etc., with recognitions (*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 interviews for famed publications, honors and awards by top tier international agencies, organizations, Ministries, etc., that cover a geographic territory spanning around the world to participatory trainings with nomadic families across Mongolia as well as being a Ministry approved Country Level Exhibitor (*ITB BERLIN, WTM LONDON, HONG KONG, COTTM CHINA, TAIWAN, etc.*) and guest speaker at famed international travel shows (*LA TRAVEL & ADVENTURE SHOW, etc.*).

2.3 Communication skills: for 20+ years I have engaged in global marketing communications, mass media, branding, export marketing, etc., for multi-industry/multi-sector development that includes USAID funded The Competitiveness Initiative and many other domestic/international public-private sector initiatives.

2.4 Management skills: for the past 20+ years I have been involved in project/production management (*small to large teams*) for a variety of international initiatives that include (but not limited to): World Bank, USAID, SDC, GER to GER GEOtourism, The Amazing Race USA and The Amazing Race Australia, 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/Value 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.*); virtually my aim was to be as self-reliant as possible. A good example would be fame reality shows like “The Amazing Race” as they require a vast variety of skill sets to ensure the successfulness of the production; from location scouting to production facilitation/management till wrap up, they all know that they can count on me to get the job done and make unforgettable TV Episodes.

COMPUTER SOFTWARE: TOOLBOX & TOOLS

For a more detailed list please refer to www.Zanjan-Fromer.com

- All major video, photography, graphic design, audio editing, digital/print publishing, etc., softwares; Adobe CC, Adobe Acrobat Pro, Adobe Aftereffects, Adobe Audition Audio Editing, Adobe Dreamweaver, Adobe Fireworks, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere, Adobe Spark, Adobe Page, Scrivener, etc.
- All major web design and development, SEO, SEM, Analytics, Social Media, Email Marketing, etc., softwares
- Geographic Information Systems, Navigation, Route Planning, etc., softwares
- All major office softwares; Word, PowerPoint, Excel, Pages, Keynote, Numbers, Gantt Project Management, etc

EDUCATION/ADDITIONAL TRAINING: USA & INTERNATIONAL

- 2010 NATIONAL GEOGRAPHIC’s Geotourism Ambassadorship Training

- 1995-2000 National University of Mongolia: Certificate Course (1 year) followed by Bachelor Equivalent Non-Degree Program (4 years); refer to www.Zanjan-Fromer.com for details: *Origin/Skills > Education & Strategies*)
- 1993 Graduate of Juneau-Douglas High School - Juneau, Alaska (also studied at Bellingham, WA Seahome HS)

VOLUNTEER WORK & COMMUNITY INVOLVEMENT: **HEART**

- 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 (*Past/Current*)

- **NATGEO (past)** - National Geographic Society (GER to GER & Zanjan Fromer)
- **MTA (past/current)** - Mongolian Tourism Association (GER to GER)
- **ATTA (past)** - Adventure Travel and Trade Association (GER to GER)

REFERENCES

- **The Amazing Race USA** - Barry Hennessy (bhennessy77@mac.com) - Former 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 (alengkahenry@gmail.com) & Jack Walworth (jack@jackwalworth.com), Former Producers
- **The Amazing Race USA** - Jennifer Madsen Jones, currently: EIC, LP, Co-EP (jenmadsen@gmail.com)
- **USAID Funded GER Initiative** - Margaret Herro, Former C.O.P. (marherro@gmail.com)
- **USAID Funded Gobi Regional Economic Growth Initiative** - David Dyer, Former Advisor (davidrdyer@gmail.com)
- **USAID Funded The Competitiveness Initiative** - Alan Saffery, Former D.C.O.P. (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."*