

COVER LETTER

First and foremost, "Thank you! I really do appreciate your time and consideration."

I'm an international strategic development specialist (Alaskan born) with a strong field focus on Mongolia (26+ years) in relations to "rural/urban-to-international (vice versa) project management, competitiveness development, mass media communications, and more". I have a broad diversity of skill sets including but not limited to: multinational project planning and management, analysis/strategy development, film/tv productions, mass media, digital media, marketing, print/digital publishing, web design/development, SEO/SEM, social economic development/rapid expeditionary R&D [*GISing & assessing supply/value chains, etc.*], community/responsible tourism development, photography, videography/editing, audio/soundtrack development, etc. From 1994 onwards, I have worked on numerous overseas USAID, World Bank, mass media/tv productions, tourism and other 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, the mission was/is to advance Mongolia's main industries thereby strengthening their cross-industry supply/value chains (*food/drink, accommodations, fuel/oil, land/air transportation, etc.*) to reach Global Competitiveness. For most of my life, I have lived/worked in isolated locations (within the USA/abroad) that are challenged, supply chain-wise, which have required innovative solutions than what are required with most of the USA, EU, UK, Central Asia, Asia, etc. It's via my life experiences/skill sets that I have succeeded in advancing the strategic market competitiveness of remotely located nomadic families across Mongolia into the international marketing arenas - famed business expos, film productions, tourism initiatives, social economic development initiatives, etc. For a couple of decades, I've personally analyzed, strategized, navigated, GIS-d, designed, developed, produced, implemented, managed, etc., every level countless times (*100s of deliverables*); from the roughness of the field (*four seasons*) to the professionalism of global business events - it allows me to macro/micro support small-to-large business, marketing, trade show, film/tv, development, etc., initiatives; across Mongolia, Asia, Europe - even the USA (*2020 LA Travel/Adventure Show - Exhibitor & Speaker*).

For the past 26+ years abroad, the honing of my broad diversity of multi-sector/multi-industry skill sets has led to countless results for the country and its peoples; personally, as a result of my endeavors, I received a long-list of international achievements/recognitions spanning two decades (*associated with Emmy & DGA wins, Mongolian 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 GERtoGER.org that actively fosters the United Nations MDGs/SDGs within its operations across Mongolia with the nomadic communities (*inclusive of men and women, poor and marginalized, etc.*). 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 strategically 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, a variety of National Geographic Society publications to numerous international guide books to well-known online magazines e.g. New York Magazine, USA TODAY as well as The Amazing Race USA and Australia, and more... even the United Nations ESCAP has written up GER to GER 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 - followed by my resume with a list of technical skillset. Lastly, I have 5 years of "professional" (non-degree) Mongolian education (*language, cultural social studies, geography, etc.*) 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 & ResponsibleTours - projects on hold in their incubation phase owing to COVID19, etc.*) as these sites offer additional windows through which my works and passions may be explored.

Again, thank you - for your time & consideration!

Respectfully,

Mr. Zanjan Fromer

- Quick Reference Infographic Resume -

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

WORKS FEATURED ON... SOME PAST AND CURRENT PARTNERSHIPS



26+ YEARS OF INTERNATIONAL EXPERIENCE: TRAVEL, LIVING, LEARNING, WORKING, CONSULTING, VOLUNTEERING (HUMANITARIAN)
20+ YEARS OF STRATEGIC COMPETITIVENESS: ANALYSIS/STRATEGIES, OFFLINE/ONLINE, RURAL/URBAN-TO-INTERNATIONAL, ETC.
20+ YEARS OF MARKET INTELLIGENCE: RESEARCH/ANALYZE, DESIGN COMPETITIVENESS STRATEGIES, STRATEGIC DEVELOPMENT, ETC.
20+ YEARS OF BRANDING: ASSESS, LEARN, STRATEGIZE, TARGET, DESIGN, DEVELOP, LAUNCH, MANAGE, MEL AND STRENGTHEN
20+ YEARS OF INITIATIVES: MASS MEDIA, SOCIAL ECONOMIC DEVELOPMENT, FILM/TV, COMMUNITY/RESPONSIBLE TOURISM, ETC.
UP TO 20+ YEARS OF WEB, EMAIL, ETC., MARKETING WORKS: CONTENT DEVELOPMENT, SEO/SEM, SOCIAL MEDIA, ETC.
20+ YEARS OF INTERNATIONAL PROJECT MANAGEMENT: MASS MEDIA, MARKETING, DEVELOPMENT, FILM/TV, TOURISM/GIS, ETC.
20+ YEARS OF VIDEOGRAPHY/PHOTOGRAPHY: FILMMAKER, PRODUCTION MANAGER, PRODUCER, COUNTRY FIXER, EDITOR, ETC.

ZANJAN T. FROMER

✉ fromer@STRATEGICcompetitiveness.com

🌐 www.STRATEGICcompetitiveness.com

MORE INFO

ABOUT ME

CITIZENSHIP: USA
DNA: TILINGIT, HAWAIIAN, EUROPEAN, ASIAN

- STRATEGICcompetitiveness.com
- GERtoGER.org
- Adventure-Studio.com
- Responsible.Tours
- AlaskanRoutes.com
- LastLifeLine.org

26+ Years of International Experience

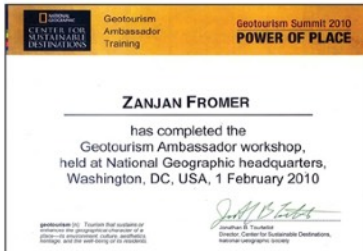


Globally 20+ Countries travelled
 Mongolia / International Experience (26+ Year)

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 TO PRESENT

- Communications/Marketing - Specialist**
USAID The Competitiveness Initiative; Industry Development, Mass Media, etc.
 2000-2003 Mongolia
- Founder/Mass Media/Productions - 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's Tourism Report
 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



TECHNICAL SKILLS SETS

26+ YEARS OF ON THE JOB SKILL ACQUISITIONS



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+ yrs
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

DETAILED RESUME

MR. ZANJAN FROMER

(www.STRATEGICcompetitiveness.com)

MANAGING THE STRATEGIC DEVELOPMENT OF MULTI-SECTOR/MULTI-INDUSTRY COMPETITIVENESS; MASS MEDIA; FILM/TV; DIGITAL MEDIA; GLOBAL MARKETING; RURAL-TO-INTERNATIONAL SOCIAL ECONOMIC DEVELOPMENT

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

Ethnicity: Alaskan Native (Tlingit Tribal 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/Nathan Associates)
- USAID funded Gobi Initiative (Mercy Corps)
- USAID funded Ger Initiative (CHF International)

Quick short list of Rural/Urban-to-International [vice versa] International-to-Urban/Rural equivalent-experiences, multinational project management and skill sets (multi-sector/multi-industry) that were/are continuously "mixed and used" for USAID, World Bank, GERtoGER.org, The Amazing Race, and many other initiatives countless times:

- **Up to 35+ years of tourism experience:** travel, work, etc., and/or industry associated supply/value chain R&D
- **26+ years of International/Mongolia experience:** travel, living, learning, working, consulting, humanitarian
- **20+ years of strategic competitiveness:** analysis/strategies, offline/online, rural/urban-to-international, etc.
- **20+ years of TAA (train, advise, assist):** 100s of trainings via GER to GER, USAID funded Initiatives, etc.
- **20+ years of market intelligence:** research/analyze, design competitiveness strategies, strategic development, etc.
- **20+ years of MEL (monitor, evaluate, learn):** rural/global GER to GER works, mass media, marketing, etc.
- **20+ years of branding:** assess, learn, strategize, target, design, develop, launch, manage, MEL and strengthen
- **20+ years of initiatives:** mass media, social economic development, film/tv, community/responsible tourism, etc.
- **Up to 20+ years of web, email, digital media, etc., marketing:** content development, SEO/SEM, social media, etc.
- **20+ years of international project management:** mass media, marketing, development, film/tv, tourism/GIS, etc.
- **20+ years of videography/photography:** filmmaker, production manager, producer, country fixer, editor, etc.
- **20+ years experience with most Adobe Creative Cloud softwares, etc:** 100s of print/digital deliverables produced
- **15+ years of international film and TV related production management:** reality shows, short documentaries, etc.
- **15+ years of VSO-like initiatives (village stabilization ops):** GER to GER Rural Development, film/TV, etc.
- **15+ years of works being internationally published via numerous famed guidebooks, organizations, news, etc.**
- **Since 2002 internationally famed expos related works and initiatives:** ITB, WTM, COTTM, FESPO, SITM, etc.

MANAGING STRATEGIC 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.

A) Nearly 20 Years, Founder/Chief Marketing Officer:

competitiveness; mass media, digital media, international 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.

B) 20+ Years, Strategic Multi-Sector Social Economic/Transitional Development/Project Management (Expeditionary Development/Strategic Field Specialist e.g. GERtoGER.org, USAID Initiatives, etc.):

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



TIMELINE (SHORT LIST): 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 Ministry 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
- 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..." (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) – 16 short SME infomercial films
- 2002 BIT Milan, Italy International Travel Expo – Mongolian Tourism Association/USAID Representatives
- 2000-03 USAID funded The Competitiveness Initiative – honored by Mongolia's Tourism Association for contributions made towards the development of Mongolia's tourism industry.

EMPLOYMENT HISTORY (SHORT LIST): EXPERIENCED

GER TO GER GEOTOURISM (ECOTOURISM) AGENCY/FOUNDATION - WWW.GERTOGER.ORG

Founder, Chief Marketing Officer & Humanitarian/Strategic Field Specialist

June 2005 – Present • Ulaanbaatar, Mongolia • 40+ hours per week

Since founding GER to GER, it has become the world's first social enterprise (community-based ecotourism) to sustainably work with nomadic families across Mongolia for 15+ years in accordance with its original master plan and key human resources. GER to GER offers both high-end tours to sustain itself and community-based tourism. GER to GER's community-based tourism successfully: 1) meshes ancient nomadic supply chains that were employed in the time of Chingis Khan (nomad to nomad system of travel, etc.) with today 2) inclusive of the marginalized, uneducated and poor - mobilizing both men & women 3) maintains a 'non-charity' approach by mobilizing their lifestyles, cultures, geographies, etc., naturally existing assets while being true to themselves ('be who you are' and not what tourists want you to be) Strategic Competitiveness SOPs - to generate much needed alternative incomes while fulfilling the United Nations MDGs/SDGs as a means to measure tangible "Responsible Tourism" successes. Today, GER to GER has successfully established itself along Mongolia's remote, regional and nationwide multi-industry supply chains as a value-added destination product. As a direct result, GER to GER's strong humanitarian outreach components endeavor to create sustainable alternative-livelihoods for remotely located nomadic families and rural communities. Thus generating decades of recognitions - National Geographic Society, Ashoka Changemakers, UNESCAP, Lonely Planet, Rough Guides, New York Magazine, USA TODAY and more.

THE AMAZING RACE AUSTRALIA (CHANNEL 10) - "THE BEST EPISODE YET!"

Country Fixer, Facilitator, Production Management & Field Specialist

April 2019 – October 2019 (6 months) • Ulaanbaatar, Mongolia • 40+ hours per 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 management (nearly some 200 multinational human resources) and post production, all ground logistics/accommodations, permits, human resources, contracting, etc., till final wrap-up.

ADVENTURE-STUDIO.COM - MASS MEDIA/TV (A GERTOGER.ORG DEPARTMENT)

Founder, Chief Marketing Officer, Fixer & Expedition Logistics

September 2003 – Present • Ulaanbaatar, Mongolia • Depending on Projects; 40+ hours per week

I established Adventure Studio (a Mongolia-based Studio which later became a department within GERtoGER.org) after working for USAID The Competitiveness Initiative as a means to continue assisting Mongolia's meat, tourism, cashmere and mining industries to further strengthen their export marketing efforts. Adventure Studio quickly gained recognition and respect owing to domestic and international works (countless projects: film, tv, digital media, mass 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.); e.g., National Geographic Society, CBS's The Amazing Race, UNIVERSAL/Syfy's Destination Truth, NBC, Arlight, No Strangers, etc.

NATIONAL GEOGRAPHIC SOCIETY WASHINGTON D.C. MUSEUM

Filmmaker

November 2006 (1 month) • Ulaanbaatar, 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".

THE AMAZING RACE USA (CBS) - EMMY/DGA WINNING SEASON

Country Fixer, Facilitator, Production Management & Field Specialist

March 2006 – June 2006 (3 months) • Ulaanbaatar, Mongolia • 40+ hours per week

Adventure Studio and GERtoGER.org were 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 management (nearly some 200 multinational human resources) and post production, all ground logistics/accommodations, permits, human resources, contracting, etc., till final wrap-up... This season of The Amazing Race won both EMMY/DGA Awards.

WORLD BANK MONGOLIA AND WORLD BANK D.C.

Project Manager and Industry Specialist

June 2005 – October 2005 (4 months) • Ulaanbaatar, Mongolia • 40+ hours per week

Short Term Assignment – Mongolian Alternatives Center (a Mongolian NGO) Contracted by the World Bank to lead a multinational 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 FUNDED GER INITIATIVE - CHF INTERNATIONAL

Contractor, Project Manager & Filmmaker

Page 5 - Brief Resume (detailed resume upon request)

Fromer@STRATEGICcompetitiveness.com

June 2004 (1 month) • Ulaanbaatar, Mongolia • 40+ hours per 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 - NATHAN/J.E. AUSTIN ASSOCIATES

Communications and Mass Media Marketing Specialist

2000 – 2003 (around 3 years) • Ulaanbaatar, Mongolia • 40+ hours per week

Contracted via J.E. Austin Associates - In brief, I was contracted as a Mass Media Marketing & Communications 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 multinational member companies.

USAID FUNDED GOBI INITIATIVE - MERCY CORPS INTERNATIONAL

Data Processing and GIS Mapping

November 1998 – April 1999 (5 months) • Ulaanbaatar, 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.

MONGOLIAN ASSOCIATION FOR CONSERVATION OF NATURE AND ENVIRONMENT

Field Logistics

October 1996 – December 1996 (2 months) • Ulaanbaatar, Mongolia • 40+ hours per week

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

ALASKA SIGHTSEEING CRUISE WEST

Customer Service, Prep Chef & Ship Support

May 1991 – November 1993 (Approx. 2 years 6 months) • Juneau, Alaska • 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.

TECHNICAL SKILL SETS: 20+ YEARS, ACQUIRED/USED ON THE JOB

The following skill sets have been "mixed & used" with GERtoGER.org, Multiple USAID Initiatives, The Amazing Race USA, The Amazing Race Australia, World Bank Project, Adventure-Studio.com, etc.; like tools in a toolbox.

STRATEGIC COMPETITIVENESS

- Competitiveness Analysis
- Competitive Intelligence
- Marketing Strategy
- Market Intelligence
- Business Analysis
- Business Intelligence
- Business Development
- Competitiveness Development
- Communications Strategies
- Mass Media
- Digital Media Marketing
- Print Media Marketing
- Tourism Supply Chains
- Tourism Value Chains
- Corporate Social Responsibility

PROFESSIONALISM

- Analytical skills
- Leadership skills
- Interpersonal skills
- Communications skills
- Cross Platform Management skills
- Micro Management
- Macro Management

MARKETING

- Content Analysis
- Content Strategy
- Content Creation
- Copywriting
- Content Development
- Print Marketing Development
- Digital Marketing Development
- Content Management
- Content Marketing
- Distribution
- Branding
- Brand Management
- Brand Security

PRINT DEVELOPMENT

- Graphic Design
- Brochure Designing
- Leaflet Designing
- Billboard Designing
- Gifts: pens, bags, etc.

DIGITAL MEDIA/ MARKETING

- Online Strategy Analysis
- Online Strategy Development
- SEO Strategies
- SEM Strategies
- Strategy Implementation
- Web Development

- eBrochures
- Email Marketing
- Social Media Management
- Social Media Marketing
- Blogging

WEB DEVELOPMENT

- Website Analysis
- Development
- Content Management Systems (CMS)
- WordPress
- Web Development
- Web Design
- Website Maintenance
- Organic SEO Strategies
- Content Strategies
- SEO
- SEM
- Graphic Design
- User Interface (UI)

SEO ANALYTICS

- Google Analytics
- SEO Tools
- SEO Analysis
- SEM Analysis
- Website Analysis
- Content/TAG Analysis
- Code Analysis

VIDEOGRAPHY & PHOTOGRAPHY

- Videographer
- Photographer
- Photography
- Audio
- Video Editing
- Photo Editing
- Audio Editing
- Photo Editing
- Photo Manipulation
- Photo Retouching
- Audio Editing
- Soundtrack Mixing

FILM & TV PRODUCTIONS

- Scout Planning
- Scout Budgeting
- Scout
- Creative Development
- Production Planning
- Production Calendar
- Production Budget
- Production Document
- Shoot Calendar
- Production Fixer
- Zone Management
- Location Management
- Event Management
- Production Management
- Video Production
- Producer

TOURISM

- Industry Analysis
- Geographical Analysis
- Strategic Development
- Community Based Tourism
- Cultural Tourism
- Responsible Tourism
- Expeditions
- Expedition Management
- Expedition Leader
- Risk Assessments
- Risk Mitigation
- Training Workshops
- Navigation
- Geographic Information Systems
- Route Planning
- Travel Planning
- Logistics
- Management
- Travel Expos

INTERNATIONAL BUSINESS

- Founder
- Chief Marketing Officer
- Social Entrepreneur
- Social Enterprise
- Tour Operator
- Business Coaching
- International Management
- Marketing
- Networking
- B2B
- B2C
- Expos
- Corporate Social Responsibility

SOCIAL ECONOMIC DEVELOPMENT

- Rural Development
- Sustainable Development

- International Development
- TAA: Train, Advise, Assist
- MEL: Monitor, Evaluate, Learn

PROJECT DEVELOPMENT

- Brainstorms/Mind Mapping, etc.
- Conceptualization
- Research
- Feasibility
- Project Development
- Plan
- Budget
- Implement
- Launch
- Manage
- Monitor
- Evaluate
- Learn
- Strengthen

- Advance

SOFTWARES

- Gantt Project Management
- Adobe Audition
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Media Optimizer
- Adobe Creative Suite
- Adobe Mobile Apps
- Word
- Excel
- Powerpoint
- Apple Pages
- Apple Numbers
- Apple Keynote
- Scrivener
- ETC.

EDUCATION/LANGUAGE/TRAINING: USA & INTERNATIONAL

- 2010 NATIONAL GEOGRAPHIC's Geotourism Ambassadorship Training
- Mongolian Language (reading comprehension: general fluency; spoken: intermediate/advance with time)
- 1995-2000 National University of Mongolia: Certificate Course (*1 year*) followed by Bachelor Equivalent Non-Degree Program (*4 years*); refer to Zanjan-Fromer.com > *Competitiveness* > *Education Strategies for details*)
- 1993 Graduate of Juneau-Douglas High School - Juneau, Alaska (*also studied at Bellingham, WA Sehome HS*)

VOLUNTEER WORK & COMMUNITY INVOLVEMENT: HEART

- 2005 till Today - GER to GER GEOtourism - www.GERtoGER.org
- www.AlaskanRoutes.com & Responsible.Tours - Currently volunteer pipeline initiatives to facilitate GEOtourism
- www.lastLIFELine.org - Volunteer initiative to facilitate MDG/SDG/Human Rights Awareness, etc.
- 1995-96 UN Convention on The Rights of the Child - Mongolian Development Center

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 (alenkahenry@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.”