

## MARKETING/LOGISTICS/TOURISM/FILM & TV/DEVELOPMENT | STRATEGIC COMPETITIVENESS

I'm an established international strategic competitiveness development specialist (*Alaskan born*) with a strong field focus on international tourism, digital marketing/strategies, web development, mass media, film/tv (*The Amazing Race, etc.*), social economic development (*USAID, World Bank, Swiss's SDC, etc.*), etc. For 26+ years, I have gained firsthand insights (*culture, lifestyles, business, markets, etc.*) into some of the world's most competitive travel destinations. My travels have taken me from Alaska to horseback/live with Mongolian nomadic tribes to trekking the Great Wall of China/sun bathing on the resort beaches of Hainan to Island hopping in Malaysia and junk-ships/sea-dwelling villages/cave exploring in Vietnam, to venturing into the Jungles of Cambodia (*Angkor Wat*) and absorbing the incredible mixed sights/experiences of Singapore, Thailand, Japan, Korea, Taiwan, etc... from European-Getaways in Spain across the Europe Union (*UK, Norway, Sweden, Germany, France, etc.*) to the Swiss Matterhorn into the heart Italy (*Rome, Milan, Florence, Venice, etc.*) and famed Santorini Islands of Greece to the soul of Turkey (*Istanbul's bazars, Topkapı Palace, the Blue Mosque, Pamukkale, Cappadocia, etc.*) and onwards into the complexities surrounding the famed Red Square (*from Siberia to Moscow*) etc., both as a traveler/professional, I sought greater market comprehension/business intelligence towards market linkage development (*Asia Region, European, Australian, USA, etc., markets*). Thus, to maximize bridge-building/inbound/outbound business-linkages within the context of those localities and/or via international travel fairs, networking events, workshops, online/offline initiatives, etc., to strengthen multinational partnerships; USA, London, Germany, Switzerland, Italy, Mongolia, Taiwan, Hong Kong, China, Korea, etc. In addition to being a Mongolian Ministry approved country-level exhibitor to international travel/trade expos for last decade (*2 to 3 per year*) - I've been invited by USA, Mongolian and other foreign governmental agencies/initiatives to join multi-sector delegations to Korea (*Seoul Tourism Board*), Turkey (*DEIK - Foreign Economic Relations Board*), Italy (*Mongolian Tourism Assoc. & USAID's The Competitiveness Initiative*), etc.

For most of my career, I have been actively involved in multi-sector/multi-industry rural/urban-to-international as well as international-to-urban/rural strategic competitiveness development (*offline/online initiatives*). I have a broad diversity of "equivalent experiences" (*both successes and lessons learned*) and skill sets including but not limited to: strategic competitiveness development, multinational project planning and management, market analysis/strategy development, global marketing campaigns: B2B & B2C trade and business expos/email marketing/social media/etc., web design/web development, SEO/SEM analysis & strategies, print/digital publishing, photography, videography/editing, audio/soundtrack development, as well as industry related destination advancement e.g. community/responsible tourism development [R&D, branding, assessing supply chains/nodes and value chains, assessing/mapping risks for mitigation endeavors, etc.]. From 1994 onwards, I have worked on numerous overseas USAID, World Bank, mass media/tv productions, tourism, etc., initiatives to advance public-private sectors. Within these initiatives, my focus has been to strengthen the marketing of industries and their cross-industry tourism supply chains (*destinations, natural/cultural resources, experiences, food/drink, accommodations, fuel/oil, land/air transportation, etc.*) to reach Global Competitiveness. As I have lived/worked in isolated locations (within the USA/abroad) that are more challenged than most of the USA, EU, UK, Central Asia, Asia, etc., supply chain-wise, it has provided me with the 'necessary experiences/skill sets' to find "creative solutions". To highlight my Extreme marketing capacities, via my international experiences/broad diversity of skill sets, my team and I have advanced the successful strategic market competitiveness of remotely located nomadic families' community-based tourism endeavors across Mongolia into global marketing arenas via famed travel expos (*ITB, WTM, London Adventure Show, FESPO, COTTM, LA Travel & Trade Show, etc.*), film/tv productions, social media campaigns, strategic email marketing campaigns, business networks, etc. For 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 global business events. I have managed small-to-large initiatives for travel businesses, marketing campaigns, trade shows, film/tv productions, corporate social responsibility endeavors, etc., across Mongolia, Asia, Europe and even the USA.

Via my works and initiatives, it has led to countless tangible/intangible results for the country and its peoples which is proven by the long-list of international achievements/recognitions spanning two decades (*associated with Emmy & DGA wins, Mongolian Ministry level Medal of Honor, etc.*). Nonetheless, the greatest achievement that I personally pride myself on is a nationwide community-based tourism organization [GERtoGER.org](http://GERtoGER.org) that I designed/founded 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.*). GER to GER's online presence has become an industry powerhouse that challenged 100 million dollar travel platforms' SEO competitiveness (*the site has been strategically designed to outperform even major industry competitors; 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 (2006) and The Amazing Race Australia (2019), etc., that are covered within my resume and online via my sites... even the United Nations ESCAP has included GER to GER in their international report as 'a recommended case study' (*63rd Session Report*).

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](http://GERtoGER.org) [Founder/Chief Marketing Officer] - [Zanjan-Fromer.com](http://Zanjan-Fromer.com) [Strategic Field Specialist] and [LastLifeline.org](http://LastLifeline.org) [Humanitarian/Specialist] as these sites offer additional windows through which my works and passions may be explored. Thank you - for your time & consideration!

# QUICK REFERENCE INFO-GRAPH

## 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.

### ABOUT ME

CITIZENSHIP: USA  
 DNA: TLINGIT, 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



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🌐 www.STRATEGICcompetitiveness.com

MORE INFO

### 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



# MR. ZANJAN FROMER - DETAILED RESUME

([www.StrategicCompetitiveness.com](http://www.StrategicCompetitiveness.com))

MULTI-SECTOR/MULTI-INDUSTRY STRATEGIC COMPETITIVENESS DEVELOPMENT; DIGITAL MEDIA, MASS MEDIA, FILM/TV, GLOBAL MARKETING as well as RURAL-TO-INTERNATIONAL SOCIAL ECONOMIC DEVELOPMENT INITIATIVES

**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, [GERTtoGER.org](http://GERTtoGER.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.

## 20+ YEARS: STRATEGIC MARKET COMPETITIVENESS

My aim is to fully support rural/urban/international related multi-sector/multi-industry social economic development and/or business endeavors via a broad diversity of technical skill-sets, rural/urban-to-international (and vice versa) 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. [GERTtoGER.org](http://GERTtoGER.org), USAID Initiatives, etc.):** Multi-Industry Development/Outreach; community based tourism-to-international destination development, SME-spinoff development, humanitarian initiatives, MEL, TAA, etc.

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## SHORT LIST: MARKET COMPETITIVENESS ACCOMPLISHMENTS

### 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, Production Management, etc.)
- 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 (Mongolian 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; The Amazing Race, No Strangers, In The Footsteps Of Genghis Khan, etc.
- 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 - Josh Gates' "Destination Truth" (Fixer/Production Management)
- 2007 USAID Grant Winner (GERTOGER.ORG expansion)
- 2007 Officially recommended case study during UNESCAP's 63rd session & report - 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 "Mongolia: Rebirth Of Traditions" (Filmmaker)
- 2006 CBS's The Amazing Race S10 E.2 - EMMY/DGA Awarded (Country Fixer/Production Management)
- 2005-Today founded GERTOGER.ORG via a Swiss Agency For Development And Cooperation grant
- 2005 Won the 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.

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## EMPLOYMENT HISTORY (SHORT LIST): EXPERIENCED

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

#### ***Founder, Chief Marketing Officer and Strategic Development 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 packaged overland tours to sustain itself and community-based tourism; solo, couples, small groups and outdoor adventure/cultural trips tailor made for schools. 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, Arclight, 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**

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/Dock, 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.*

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

The following skill sets have been "mixed & used" with [GERtoGER.org](http://GERtoGER.org), Multiple USAID Initiatives, The Amazing Race USA, The Amazing Race Australia, World Bank Project, [Adventure-Studio.com](http://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
- Content Management Systems (CMS)
- WordPress
- 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 Manipulation
- Photo Retouching
- 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**

- 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.

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## **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](http://Zanjan-Fromer.com) > Competitiveness > Education Strategies for details)
- 1993 Graduate of Juneau-Douglas High School - Juneau, Alaska (also studied at Bellingham, WA Sehome HS)

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## **VOLUNTEER WORK & COMMUNITY INVOLVEMENT: HEART**

- 2005 till Today - GER to GER GEOTourism - [www.GERtoGER.org](http://www.GERtoGER.org)
- [www.AlaskanRoutes.com](http://www.AlaskanRoutes.com) & [Responsible.Tours](http://Responsible.Tours) - Currently volunteer pipeline initiatives to facilitate GEOTourism
- [www.lastLIFELine.org](http://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

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## **REFERENCES**

- **The Amazing Race USA** - Barry Hennessy ([bhennessy77@mac.com](mailto: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](mailto:alenkahenry@gmail.com)) & Jack Walworth ([jack@jackwalworth.com](mailto:jack@jackwalworth.com)), Former 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, Former C.O.P. ([marherro@gmail.com](mailto:marherro@gmail.com))
- **USAID Funded Gobi Regional Economic Growth Initiative** - David Dyer, Former Advisor ([davidrdyer@gmail.com](mailto:davidrdyer@gmail.com))
- **USAID Funded The Competitiveness Initiative** - Alan Saffery, Former 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."*