

# ANDREA M. SCHULZ

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## PROFESSIONAL SUMMARY

International expert in sustainable development with extensive experience in the tourism industry. Major strengths include community empowerment, policy development, and marketing strategy design and deployment. Special abilities in planning and facilitating international conferences. An environmentally conscious and socially responsible advocate committed to sound principles and practices for poverty alleviation. Key expertise includes:

• Capacity Building	• Project Management
• MSME Development	• Team Building
• Adventure Tourism	• Cultural Awareness
• Product Development	• Workshop Facilitation
• Social Inclusion	• Resource Protection

## PROFESSIONAL EXPERIENCE

### SNV, Bhutan

2005 to Present

International development organization, headquartered in the Netherlands, providing advisory services to 1800 local organizations in over 30 developing countries to fight against poverty.

#### Pro-Poor Sustainable Tourism Advisor

Advised the Bhutan Department of Tourism and the Association of Bhutanese Tour Operators on the development and implementation of new tourism products.

- Created an enabling environment for Bhutanese people by integrating pro-poor tourism strategies in tourism product development with the private and public sectors.
- Strengthened capacity of local organizations by facilitating working relationships amongst stakeholders including communities, private sector, government and ministries.
- Developed strategy to commemorate the 100 year anniversary of the Monarchy of the Kingdom of Bhutan by planning, developing, and marketing new tourism products and events.
- Built private sector tourism capacity by targeting key areas for development.
- Developed mission critical relationships and skills by attending Asian Regional Pro-Poor Sustainable Tourism Workshop in Vietnam.

### BBI INTERNATIONAL, INC., Colorado, USA

2003 to 2005

The most authoritative and accurate provider of information and services in the biofuels industry.

#### Event Planner & Marketing Coordinator

Organized, participated in and evaluated the relevancy of tradeshow, conference, publication, newspaper, press release, and other forms of media promotions.

- Created international exchange of the newest ideas for improving ethanol production by organizing three day International Fuel Ethanol Workshop & Expo, the world's largest industry expo highlighting equipment, services and technology companies.
- Assessed the future needs of biofuel development for farmers, government, investors, and industry as a whole by working with various stakeholders.
- Established environmental practices within company operations by developing a green marketing strategy.

### PLANETARY VISIONS, INC., Colorado, USA

2001-2004

Sustainable tourism consulting firm.

#### President

Consulted with ministries of tourism, state tourism boards, development banks, international assistance organizations, non-profit organizations in the sustainable development of adventure travel, culture and nature-based activities.

#### • Salida Mountain Trails Park Project, Colorado, USA (2004)

- Protected land for ecological non-motorized trail system assessing existing trail system, creating recommendations and submitting plan to Bureau of Land Management.

- **EcuadorVerde Project, Ecuador (2002)**
  - Established service quality standards for authentic experience in different regions of Ecuador by assessing seven companies in cooperative ecological tourism network to determine the similarities and unique qualities of each.
- **US Agency for International Development Contractor- Nathan Associates, Inc., Mongolia (2001-2002)**
  - Advised in proper development of adventure travel, including risk management, liability insurance, and safety standards by conducting workshops for government and tour operators.
  - Promoted Mongolia to North American adventure travelers by organizing a media trip and facilitating partnerships between US- and Mongolia-based operators.
- **Contractor- JE Austin Associates, Sri Lanka (2001)**
  - Improved government ability to make informed decision by conducting assessment of potential adventure travel activities, presenting findings and developing action plan.

### **THE ADVENTURE TRAVEL SOCIETY, INC., Colorado, USA**

**1998-2001**

Adventure travel association dedicated to the promotion and protection of natural and cultural resources.

#### **Vice President**

Identified, developed and consulted on programs for programs on sustainable tourism and managed trade association, designed marketing plan and supervised daily operations.

- **World Bank Culture and Sustainable Development Project, Bolivia (1999 – 2000)**
  - Developed community-based tourism program for indigenous community of Kila Kila by organizing brokerage workshop with US tour operators.
  - Revitalized cultural pride by promoting indigenous weaving practices and supporting non-profit archaeological museum.
- **InterBaikal Expedition, Southern Siberia and Mongolia (1999-2000)**
  - Analyzed the potential of a three million acre international park of ecotourism by assessing infrastructure, management, and natural and cultural resources in the Hovsgol National Park and Ulan Bator.
- **Organization of Africans in the Americas (OAA), Caribbean & Latin America (1999)**
  - Promoted and revitalized music and arts of Afro Latin Americans by analyzing needs and challenges of cultural restoration in black communities in several countries and educating community leaders on the impact of sustainable tourism.
- **World Congress on Adventure Travel and Ecotourism, Arizona, Alaska & Illinois (1999-2001)**
  - Managed international events for 300 to 500 industry professionals, including agenda development and speaker coordination.
  - Analyzed attendee feedback to create agendas for future World Congress events.

### **PROFESSIONAL SPEAKING ENGAGEMENTS**

International Adventure Travel and Outdoor Sports Show – Chicago, Illinois (2002)

#### ***Proactive Business Planning – Involve all Stakeholders***

World Congress on Adventure Travel and Ecotourism – Anchorage, Alaska (2000)

#### ***Cultural Preservation Through Responsible Tourism***

International Institute of Peace Through Tourism – Glasgow, Scotland (1999)

#### ***Rainforest Expeditions and Infierno Community Partner to Develop an Ecotourism Program***

Congress on Recreation and Resource Capacity – Snowmass, Colorado (1999)

#### ***Industry Perspectives on Tourism Carrying Capacity***

International Reunion of the African Family in Latin America – Barlovento, Venezuela (1999)

#### ***The Impacts of Ecotourism***

### **EDUCATION**

#### **UNIVERSITY OF DENVER, Denver, Colorado USA**

Bachelor of Science Business Administration in Tourism Management

Emphasis in Sustainable Tourism

Graduated Cum Laude with Honors, Dean's Honor Roll