



**PERSONAL DATA**

Name: Ward, Nathan Taylor

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 Portfolio Website [www.NathanWard.com](http://www.NathanWard.com)

Date of birth / Gender: 1 March 1972 / Male

**PROFESSIONAL SUMMARY**

Professional writer, photographer and adventure tourism developer with a focus on environmental protection and sustainable development. Major strengths include marketing, media, tourism, brand development and small business consulting. A socially conscious advocate committed to responsible development of culture, lands and livelihoods. Key expertise includes:

• Creative and Business Writing	• Documentary and Adventure Photography
• Adventure Tourism Development	• Small Business Creation and Consulting
• Brand and Marketing Strategies	• Media Creation – Print, Electronic, Radio
• Pro Poor Sustainable Tourism	• International Cross-cultural Communication

**PROFESSIONAL WORK EXPERIENCE**

**CONSULTING PROJECTS:**

**Tibet Poverty Alleviation Fund (TPAF), Tibet, China** 2008  
**E-Marketing and Handicraft Tour Development**

Assisted TPAF with developing and launching a new e-commerce storefront to market their traditional Tibetan Handicraft project. Advised TPAF on various business model options and created marketing images. Designed a handicraft tour of traditional artisan’s in Lhasa’s Barkhor District, trained local guides to implement this tourism program.

**Christina Noble Children’s Fund (CNCF), Ulan Bator, Mongolia** 2008  
**Created Marketing Materials and Media Exposure**

Participated in the work of CNCF, which assists street children and orphans in the capital city of Ulan Bator. Interacted with the children in orphanages and on the street to create marketing images which will be used worldwide by CNCF for marketing and fundraising. This material will also appear in print and web articles.

**Salida Mountain Trails, Colorado, USA** 2004-2006  
**Trail System & Tourism Development**

Visualized, drafted and submitted a plan to the Bureau of Land Management to create a non-motorized trail system in the Upper Arkansas River Valley of Colorado to boost tourism. Helped create a community action group to support the project, which gained approval and started construction of new trails in 2007.

**U.S. Agency for International Development (USAID), Ulan Bator, Mongolia** 2001  
**Tourism Development and Marketing**

Created an adventure-oriented photography library for the Mongolian Tourism Board to allow local operators to create better marketing materials that enabled them to compete with western companies.

**BUSINESS DEVELOPMENT & BRANDING:**

**Amitabha Bhutan – Tourism Outfitter Development, Thimpu, Bhutan** 2007

Advised a small Bhutanese company on how to design and set up their adventure tourism business – web presence, marketing materials and brand development.



**Bighorn Mountain Cruisers – Product and Brand Development, Colorado, USA** 2008  
Assisted a small American company on how to devise and design a brand around making specialty bicycles – web presence, brand development, marketing materials.

**Moonlight Pizza & Beer Garden, Colorado, USA** 2001-2003  
Purchased this struggling small restaurant business, re-branded it, increased sales by 700% and sold it.

***PUBLISHING – GUIDEBOOKS, WEB, MULTIMEDIA:***

**Ice Mountain Adventures** 2008

**Online Adventure Website Development – Writing, Marketing and Photography**

Created and marketed online adventure travel and tourism website with sustainable tourism and high adventure stories around the planet. [www.IceMountainAdventures.com](http://www.IceMountainAdventures.com)

**Ice Mountain Publishing** 2004-Present

**Green Publishing, Guidebook Research and Production**

Founded small green publishing company focused on designing, publishing and marketing adventure guidebooks. Current titles include mountain biking, road biking, hiking, skiing, snowshoeing and tourism.

***PROFESSIONAL MEDIA CREATION:***

**Professional Writer and Photographer** 1994-Present

Since 1994 I have written and photographed news pieces and feature stories worldwide for magazines, websites, radio and books. My work focuses on adventure travel, environmental issues and development work. Samples of recent stories include:

- *The Last Ride on the Annapurna Trail* for Adventure Cyclist Magazine – mountain bike expedition
- *The Mongolian Triple Crown of Fishing* for Traveling Sportsman – trophy fishing expedition
- *The Dragon Kingdom Starts Going Green* for CNN Traveller – environmentalism in Bhutan
- *Protecting Black-Neck Cranes* for Action Asia Magazine – environmental protection for cranes

**Clients include:** USAID, United Nations Development Program – Tibet Poverty Alleviation, Tibet Poverty Alleviation Fund, Australian Aid – Tibet HIV, Outside Magazine, Men's Journal, Reader's Digest, Powder Magazine, Adventure Cyclist, Lifestyle + Travel and many other publications and national tourism boards.

See samples and a complete client list at [www.NathanWard.com](http://www.NathanWard.com).

**EDUCATION**

**ROCKY MOUNTAIN SCHOOL OF PHOTOGRAPHY, Montana, USA** 1995

Certificate Program with Focus on Documentary and Adventure Photography

**UNIVERSITY OF CHICAGO, Illinois, USA** 1990-1994

Bachelor of Arts Degrees in Public Policy Studies and Environmental Studies

Emphasis on International Development

Graduated with Honors, Dean's Honor Roll 1990-1994, Maroon Key Academic Society