

## William B. Tuffin

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<b>Profile</b>	<ul style="list-style-type: none"><li>➤ <b>7 years experience in building, developing, operating and marketing an Ecolodge</b></li><li>➤ <b>5 years experience in developing and operating community-based tourism programs</b></li><li>➤ <b>2 years experience as marketing advisor for an inbound tour operator</b></li><li>➤ <b>12 years experience in humanitarian development work</b></li><li>➤ <b>Skilled with computers and internet communications</b></li><li>➤ <b>Experienced report and copy writer</b></li><li>➤ <b>Foreign Language Interpreter</b></li></ul>
<b>Education</b>	<p><b>Masters of International Administration</b> , School for International Training, Brattleboro, Vermont <span style="float: right;"><i>1993</i></span></p> <p><b>B.A., German Language &amp; Literature</b>, Colorado State University <span style="float: right;"><i>May 1984</i></span></p> <p><b>Currently Pursuing Post-Graduate Certificate in Sustainable Tourism Management</b>, George Washington University <span style="float: right;"><i>2007-2008</i></span></p>
<b>Career History</b> <b>Private Business</b>	<p><b>Green Discovery Laos</b>, Inbound Eco-Tourism Operator, <i>Laos</i> <span style="float: right;"><i>June 2005 – February 2007</i></span> <a href="http://www.greendiscoverylaos.com">www.greendiscoverylaos.com</a> <b>Marketing &amp; Community-based Ecotourism Advisor</b></p> <ul style="list-style-type: none"><li>• Worked with graphic design team to develop website, brochures and other marketing materials.</li><li>• Responsible for marketing and developing tour programs for outbound tour operators in Europe, North America, S.E. Asia and Oceania</li><li>• Represented the company at trade fairs and professional conferences</li><li>• Surveyed and developed community-based tour programs</li><li>• Trained guides and villagers in guiding, interpretation and hospitality skills</li><li>• Trained office staff in sales, guest relations</li><li>• Established booking , accounting and general office administration systems</li></ul> <p><b>The Boat Landing Guest House</b>, Luang Namtha, Laos <span style="float: right;"><i>November 1999– February 2007</i></span> <a href="http://www.theboatlanding.com">www.theboatlanding.com</a> <b>Marketing Director, Webmaster</b></p> <ul style="list-style-type: none"><li>• Partner in conceiving, founding, designing, building and developing the first certified Eco-lodge in Laos</li><li>• Responsible for marketing and website development</li><li>• Trained staff in guest relations, handling bookings, accounting, restaurant service, house keeping, gardening</li><li>• Together with local staff created a unique menu of local cuisine</li><li>• Responsible for implementing environmental and social responsibility policies as well as demonstrating qualifications for green certification requirements.</li></ul>

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### Humanitarian Work

<p><b>Blue Planet WebDesign</b>, Vientiane, Laos <a href="http://www.blueplanet.laopdr.com">www.blueplanet.laopdr.com</a> <b>Manager</b></p> <ul style="list-style-type: none"><li>• Managed over 100 customer accounts</li><li>• Developed website portal <a href="http://www.laopdr.com">www.laopdr.com</a></li><li>• Team leader for design team. Personal expertise in search engine indexing and website design usability</li></ul>	<p>March 2000– June 2003</p>
<p><b>Sunlabob Sun Energy Systems</b>, Vientiane, Laos <a href="http://www.sunlabob.com">www.sunlabob.com</a> <b>Marketing Director</b></p> <ul style="list-style-type: none"><li>• Developed marketing plan</li><li>• Designed marketing materials</li><li>• Represented company at trade shows and exhibitions</li><li>• Assisted in establishing office management systems</li></ul>	<p>June 2000 – November 2001</p>
<p><b>Gesellschaft für Technische Zusammenarbeit (GTZ), Rural Development Mountainous Areas</b>, Luang Namtha, Laos <b>Community-based Ecotourism Development Consultant</b> <b>Project Objective: To develop a Community-based Tourism program with a private sector tour operator</b></p> <ul style="list-style-type: none"><li>• Developed a 3 day community-based trekking program with 8 Akha villages called The Akha Experience.</li><li>• This included developing an organizational management structure and guide training</li></ul>	<p>September 2004 – May 2005</p>
<p><b>Norwegian Church Aid, Drug Supply and Demand Reduction Project</b>, Luang Namtha, Laos <b>Chief Technical Advisor</b> <b>Project Objective: To reduce opium supply and demand through community-based develop and detoxification activities</b></p> <ul style="list-style-type: none"><li>• Responsibilities included financial management, project planning, implementation, evaluation, logistics, and liaison with government and other aid agencies.</li></ul>	<p>October 1998 - March 2000</p>
<p><b>Consortium, Opium Detoxification Project</b>, Luang Prabang, Laos <b>Community-based Opium Detoxification Consultant</b></p> <ul style="list-style-type: none"><li>• Established detoxification centers and community based methodology for opium detoxification.</li></ul>	<p>January 1998 - September 1998</p>
<p><b>Health Frontiers, Post-graduate Medical Education Project</b>, Vientiane, Laos <b>Field Coordinator</b></p> <ul style="list-style-type: none"><li>• Designed and established the Pediatric Residency Program for the Faculty of Medical Sciences, National University of Laos, with support from Case Western Reserve University, Cleveland, Ohio. Responsibilities included financial management, participatory project planning with partners, and liaison with government and other aid agencies.</li></ul>	<p>May 2001 - October -2001 &amp; June 1996 – November 1997</p>

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<p><b>Enfants et Développement Primary Health Care Project, Luang Namtha, Laos</b>  <b>Project Coordinator</b></p> <ul style="list-style-type: none"> <li>designed, implemented, managed and evaluated a primary health care project in two districts of Luang Namtha Province. Responsibilities included financial management, project planning, implementation, evaluation, logistics, and liaison with government and other aid agencies. The objective of the project was to help villagers take care of their own health.</li> </ul>	<p>June 1992 - December 1995</p>
<p><b>United Nations Children’s Fund, Vientiane, Laos</b>  <b>Consultant for Supply &amp; Logistics</b></p> <ul style="list-style-type: none"> <li>Identified problems and implemented solutions with kerosene and LPG distribution and supply management for vaccination programs. Monitored UNICEF program supplies. Made an assessment of the supply procurement system and logistics pertaining to UNICEF supplies in Laos.</li> </ul>	<p>November 1990 - May 1991 &amp; November 1991 - April 1992</p>
<p><b>International Rescue Committee’s Programs for Afghan Refugees, Pakistan</b>  <b>Deputy Operations Officer, Land Mine Awareness Project</b></p> <ul style="list-style-type: none"> <li>Provided planning, procurement, logistical and administrative support. Approved expenditures. Supervised forty-two personnel. Liaised with UN, government and military officials.</li> </ul>	<p>August 1989 – October 1990</p>
<p><b>Thai Ministry of General Education/U.S. Peace Corps, Thailand</b>  <b>Assistant Regional Supervisor of English Instruction</b></p> <ul style="list-style-type: none"> <li>Planned and conducted six seminars for secondary English teachers from seven provinces. Developed and instructed five-month classes on English teaching methodology in two high schools. Taught a demonstration English class six hours a week</li> </ul>	<p>February 1985 - April 1987</p>

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**Languages Spoken**

<b>English:</b> native speaker	<b>German:</b> excellent command
<b>Lao:</b> excellent command	<b>Spanish:</b> basic conversation
<b>Thai:</b> excellent command	<b>French:</b> basic conversation

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**Computer Skills**

<b>Word:</b> Advanced	<b>FrontPage:</b> Advanced
<b>Excel:</b> Advanced	<b>Adobe Photoshop:</b> Intermediate
<b>Outlook:</b> Advanced	<b>Quicken:</b> Intermediate

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### Publications

***Was Setting up Laos' first Ec lodge tough?***; Interview, Ecoclub International Ecotourism Monthly, Year 6, Issue 68, Feb 05: [www.ecoclub.com/news/068/interview.html](http://www.ecoclub.com/news/068/interview.html)

***Community Based Ecotourism and the Public Private Partnership: Connecting communities with the global tourism industry***; Community Development Resource Handbook, Published by GTZ for development workers in Laos, 2006

***Community-based tourism in the Lao PDR: An Overview on Improving Livelihoods in the Uplands of the Lao PDR***. A Sourcebook by NAFRI. Volume 1: Initiatives and Approaches. Vientiane. p. 177

***Eliminating Drug Abuse through Community Participation***; Handbook for Community-based Drug Abuse Control, Published by NCA for development workers in Laos, 2001