

William B. Tuffin

The Vine Retreat, Pepper Rd., Kep, Cambodia

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Profile	<ul style="list-style-type: none">➤ 14 years' management experience in humanitarian development work➤ 9 years' experience in building, developing, operating, marketing, and managing ecolodges and tour operations➤ 7 years' experience in researching, designing, developing and operating conservation-linked community-based tourism programs➤ 2 years' experience as marketing advisor for an inbound tour operator➤ Skilled in training and facilitation➤ Skilled with computers and internet communications➤ Experienced report and copy writer➤ Foreign Language Interpreter	
Education	<p>Masters of International Administration , School for International Training, Brattleboro, Vermont <i>Sep 1988 – March 1992</i></p> <p>B.A., German Language & Literature, Colorado State University <i>May 1984</i></p>	
Career History	<p>The Vine Retreat <i>July 2012 - Present</i> www.thevineretreat.com</p> <p>General Manager</p> <ul style="list-style-type: none">• Responsible for marketing and website development• Trained staff in guest relations, handling bookings, accounting, restaurant service, house keeping, organic garden and pepper farm• Together with local staff created a unique menu of local cuisine• Responsible for implementing environmental and social responsibility policies as well as demonstrating qualifications for green certification requirements.• Financial manager and business plan development• Worked together with the local Community Forestry Committee to develop and market a trekking program to finance community forestry activities	
<u>Business</u>	<p>Visit Asia Travel, Tour Operator, Laos <i>June – November 2009</i> www.visitasiatravel.com</p> <p>Website Copy Editor</p> <ul style="list-style-type: none">• Wrote unique hotel descriptions for 2,000+ hotel properties and optimized website text for search engine	
	<p>Track of the Tiger, Tour Operator, Chiang Mai, Thailand <i>January – May 2008</i> www.track-of-the-tiger.com</p> <p>Pang Soong Lodge Manager</p> <ul style="list-style-type: none">• Supported community in community forestry management activities• Developed marketing plan• Developed tourism products• Conducted socio-economic survey of local community with emphasis on activities related to the community forest	

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Consultancies

Green Discovery Laos , Tour Operator, Laos www.greendiscoverylaos.com	<i>June 2005 – February 2007</i>
Marketing Advisor & Community-based Tourism Product Manager <ul style="list-style-type: none">• Develop marketing campaign• Represent company and sold tour programs to corporate buyers• Developed community-based tourism products in the Nam Ha National Biodiversity Conservation Area• Collaborate with conservation and tourism officials	
The Boat Landing Guest House , Luang Namtha, Laos www.theboatlanding.com	<i>November 1999– February 2007</i>
Marketing Director, Webmaster <ul style="list-style-type: none">• Partner in conceiving, founding, designing, building and developing the first certified Eco-lodge in Laos• Responsible for marketing and website development• Trained staff in guest relations, handling bookings, accounting, restaurant service, house keeping, gardening• Together with local staff created a unique menu of local cuisine• Responsible for implementing environmental and social responsibility policies as well as demonstrating qualifications for green certification requirements.	
Blue Planet WebDesign , Vientiane, Laos www.blueplanet.laopdr.com	<i>March 2000– June 2003</i>
Manager <ul style="list-style-type: none">• Managed over 100 customer accounts• Developed website portal www.laopdr.com• Team leader for design team. Personal expertise in search engine indexing and website design usability	
Sunlabob Sun Energy Systems , Vientiane, Laos www.sunlabob.com	<i>June 2000 – November 2001</i>
Marketing Director <ul style="list-style-type: none">• Developed marketing plan• Designed marketing materials• Represented company at trade shows and exhibitions• Assisted in establishing office management systems	
Bridges Across Borders/Community Forest Project Design Project Inception Consultant <ul style="list-style-type: none">• Conducted market and feasibility study• Designed community forestry project using tourism as a income generation and financing tool	<i>March – April 2012</i>
United Nations World Tourism Organization/Mekong Discovery Trail	<i>December 2011 – January 2012</i>
Responsible Tour Operator Consultant <ul style="list-style-type: none">• Advised and developed standards of responsible tour operation• Conducted workshops on responsible tours• Researched legal frameworks for tour operations as a social enterprise.	

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	World Wildlife Fund/Cambodia Ecotourism Marketing Consultant	<i>February – October 2011</i>
	<ul style="list-style-type: none">• Developed guidelines for sustainable tourism partnership with a private operator and the Mondulkiri Protected Forest• Advised on the selection process for the tour operator partner• Advised on building business linkages for community-based tourism initiatives around the Mondulkiri Protected Forest.	
	World Wildlife Fund/Thailand Community-based Ecotourism Consultant	<i>December 2009 – April 2010</i>
	<ul style="list-style-type: none">• Conducted a feasibility assessment for community-based ecotourism for a Wetlands conservation project in Thailand's Northeast.• Designed a community-based ecotourism project focused on wetlands conservation	
	Gesellschaft für Technische Zusammenarbeit (GTZ), Rural Development Mountainous Areas, Luang Namtha, Laos Community-based Ecotourism Development Consultant Project Objective: To develop a Community-based Tourism program with a private sector tour operator	<i>September 2004 – May 2005</i>
	<ul style="list-style-type: none">• Developed a 3 day community-based trekking program with 8 Akha villages called The Akha Experience.• This included developing an organizational management structure and guide training	
	Consortium, Opium Detoxification Project, Luang Prabang, Laos Community-based Opium Detoxification Consultant	<i>January 1998 - September 1998</i>
	<ul style="list-style-type: none">• Established detoxification centers and community based methodology for opium detoxification.	
<u>Humanitarian Work</u>	The Mekong Institute www.mekonginstitute.org Rural Development Program Specialist	<i>June 2010 - February 2011</i>
	<ul style="list-style-type: none">• Developed capacity building programs related to Rural Development• Represented the Mekong Institute in interagency bodies and with strategic partners• Supervised program staff on various projects	
	U.S. Peace Corps/ Thailand Pre-service Training for Group 121 Community-based Organizational Development Technical Trainer	<i>January – April 2009</i>
	<ul style="list-style-type: none">• Instructed Trainees on principles of Appreciative Inquiry in Community Development• Coached trainees in the process of conducting a community assessment• Evaluated trainees for suitability for Peace Corps Service	
	International Rescue Committee Emergency Response to Cyclone Nargis – Thailand/Myanmar Myanmar Support Office Coordinator	<i>May – September 2008</i>
	<ul style="list-style-type: none">• Represented IRC in interagency bodies• Responsible for procurement and logistics in Thailand• Supervised financial transactions within Thailand and to Myanmar	

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<p>Norwegian Church Aid, Drug Supply and Demand Reduction Project, Luang Namtha, Laos Chief Technical Advisor Project Objective: To reduce opium supply and demand through community-based development and detoxification activities</p> <ul style="list-style-type: none">Responsibilities included financial management, project planning, implementation, evaluation, logistics, and liaison with government and other aid agencies.	<p><i>October 1998 - March 2000</i></p>
<p>Health Frontiers, Post-graduate Medical Education Project, Vientiane, Laos Field Coordinator</p> <ul style="list-style-type: none">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.	<p><i>May - October - 2001</i> & <i>June 1996 - November 1997</i></p>
<p>Enfants et Développement Primary Health Care Project, Luang Namtha, Laos Project Coordinator</p> <ul style="list-style-type: none">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.	<p><i>June 1992 - December 1995</i></p>
<p>United Nations Children's Fund, Vientiane, Laos Consultant for Supply & Logistics</p> <ul style="list-style-type: none">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.	<p><i>November 1990 - May 1991</i> & <i>November 1991 - April 1992</i></p>
<p>International Rescue Committee Programs for Afghan Refugees, Pakistan Deputy Operations Officer, Land Mine Awareness Project</p> <ul style="list-style-type: none">Provided planning, procurement, logistical and administrative support. Approved expenditures. Supervised forty-two personnel. Liaised with UN, government and military officials.	<p><i>August 1989 - October 1990</i></p>
<p>Thai Ministry of General Education/U.S. Peace Corps, Thailand Assistant Regional Supervisor of English Instruction</p> <ul style="list-style-type: none">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	<p><i>February 1985 - April 1987</i></p>

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Languages Spoken	English: native speaker Lao: excellent command Thai: excellent command Khmer: basic conversation	German: diploma Spanish: basic conversation French: basic conversation Dari/Farsi: novice
Computer Skills	Word: Advanced Excel: Advanced Outlook: Advanced	Web design: Advanced Adobe Photoshop: Intermediate Quicken: Intermediate
Publications	<p><i>An Assessment of the Thai Domestic Market for Community-based Tourism in Thailand's Northeast</i>, published on Ecoclub, October, 2010, http://www.ecoclub.com/articles/530-101009-thailand?format=pdf</p> <p><i>Was Setting up Laos' first Ecolodge tough?</i>; Interview, Ecoclub International Ecotourism Monthly, Year 6, Issue 68, Feb 05: www.ecoclub.com/news/068/interview.html</p> <p><i>Community Based Ecotourism and the Public Private Partnership: Connecting communities with the global tourism industry</i>; Community Development Resource Handbook, Published by GTZ for development workers in Laos, 2006</p> <p><i>Community-based tourism in the Lao PDR: An Overview on Improving Livelihoods in the Uplands of the Lao PDR</i>. A Sourcebook by NAFRI. Volume 1: Initiatives and Approaches. Vientiane. p. 177</p> <p><i>Eliminating Drug Abuse through Community Participation</i>; Handbook for Community-based Drug Abuse Control, Published by NCA for development workers in Laos, 2001</p>	