



SUMMARY

- University lecturer in Public History Management of cultural and natural heritage sites.
 - International sustainable tourism expert with 20 years of combined professional experience in the private sector and international development in ecotourism, cultural/archaeological heritage site management, community-based tourism, marketing, and branding.
 - Consulted in the USA, Bangladesh, Turkmenistan, Jordan, Armenia, Kazakhstan, Cambodia, Vietnam, and Panama on USAID, World Bank, GIZ, JICA, and international NGO (INGO) projects.
 - Authored comprehensive ecotourism management plans, tourism feasibility studies, archaeological site preservation plans, and numerous tourist publications.
 - Managed production of promotional print and video materials, as well as private sector cruise lines and airlines, and including Cambodia's first national branding campaign.
 - Conducted various trainings in tour guiding, ecotourism, community-based and indigenous tourism.
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PROFESSIONAL EXPERIENCE

Lawrence University

Aug. 2017 – Present

Lecturer – Wisconsin, USA

- Adjunct professor teaching course in Public History Management of cultural and natural heritage sites at liberal arts college.
- Course combines theory, practice, and a historical perspective in the management of cultural, historical, and natural heritage both worldwide and locally.
- Emphasis placed on sustainable practices including management planning, site and stakeholder values, involvement of local communities, tourism, visitor management, conservation of the environment, interpretation, marketing and branding.

Lakeshore Natural Resource Partnership (LNRP)

Nov. 2015 – Present

Board Member – Wisconsin, USA

- Attend board meetings and provide professional advice and recommendations to the Niagara Escarpment Resource Network (NERN) as it relates to the development of geotourism initiatives.

Ministry of Tourism (MoT) – Asian Development Bank (ADB)

Sep. 2016 – June 2017

International Heritage Specialist – Cambodia

- Researched, wrote plans and developed strategies for protecting the natural and cultural heritage of three coastal provinces in Cambodia.
- Created architectural tour illustrating Kampot Town's unique French and Chinese architecture.
- Researched and developed interpretation panels to install along the riverside, at nearby archaeological sites, and on a mountain where the remains of French colonial buildings dot the landscape.
- Worked closely with graphic designer to develop heritage logos, booklets, and brochures to promote and protect the heritage of coastal Cambodia.
- Gave "Heritage Branding" presentation on behalf of the MoT at the first UNESCO/UNWTO International Conference on Sustainable Tourism and Heritage Cities.

Agriconsulting, Rome (World Bank-funded)

Nov. 2014 – June 2015

Ecotourism Consultant – Dhaka, Bangladesh

- Conducted fieldwork, researched, analyzed and prepared comprehensive Ecotourism Management Plans for three national parks in Bangladesh. Wrote section on ecotourism for the country's overall Wildlife Management Master Plan and conducted presentations to high-level Ministry officials.
- Designed, prepared modules, and conducted a "Training of Trainers on Ecotourism" for forestry staff.

QED Group (USAID-funded)

Oct. – Nov. 2014

Tourism Training Consultant – Ashgabat, Turkmenistan

- Provided comprehensive training to government officials, partner organizations and students of the Institute of Tourism & Sports to assist them with understanding sustainable tourism concepts.
 - Utilized interactive PowerPoint presentations, video clips, best practices, case-studies and exercises to inform and educate participants on cultural and natural heritage, community-based tourism, ecotourism, the economics of tourism, marketing and branding.
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- Choctaw Nation of Oklahoma** Feb. – Sept. 2014
Cultural Tourism Consultant – Durant, Oklahoma, USA
- Produced a five-year Tourism Development Plan laying the groundwork for tourism development in the Choctaw Nation including a DMO, tour operations, site preparations, event planning, and marketing.
 - Conducted a Destination Review of the entire Choctaw Nation territory (10,000² miles) and created an inventory of attractions outlining heritage sites and intangible aspects of Native American culture.
- The Pragma Corporation (USAID-funded)** Aug. – Dec. 2013
Cultural Heritage & Tourism Consultant – Yerevan and Areni, Armenia
- Wrote a comprehensive Site Preservation Plan for Areni-1 Cave in southeastern Armenia, where the world's oldest winery and oldest leather shoe were recently discovered (*circa* 3500 BCE).
 - Consulted with archaeologists, researchers and historians to determine the appropriate measures for development and monitoring of the site for preservation and sustainable tourism.
 - Produced a budget for preservation and responsible development including fencing, walkways, lighting, security, monitoring, interpretation, visitor's center, tourist access, and marketing.
- History Museum at The Castle** Dec. 2012 – Feb. 2013
Museum Assistant and Docent – Appleton, Wisconsin, USA
- Provided a strategic vision for fundraising, customer retention, marketing, membership expansion and further collaboration with local and regional communities and businesses.
 - Assisted visitors to the "Leonardo da Vinci: Machines in Motion" exhibit by providing interpretation and answering myriad questions, enhancing their experience and promoting repeat visitation.
- Centre for Applied Archaeology/University College London (UCL)** June – Sept. 2012
Archaeological Heritage Site Manager – Taraz, Kazakhstan
- Handled program management details for an archaeological field school and conducted all on-site translating from English to Russian at a Great Silk Road City excavation site.
 - Provided professional advice and utilized sustainable tourism expertise to determine feasibility of developing the site for tourism and education.
- Japanese International Cooperation Agency (JICA)** Sept. 2010 – June 2011
Community-Based Ecotourism Expert – Da Lat, Vietnam
- Wrote entire contents of a comprehensive 250-page report for planning and implementation of community-based ecotourism for a national park in Vietnam.
 - Outlined all surveying and research, guidelines, budgets, work plans, trainings, infrastructure needs, marketing plan, tourist survey results, and monitoring and evaluation plan.
 - Conducted community assessments of five indigenous groups and investigated capacity and training options to involve them in eco- and agro-tourism activities.
- The Asia Foundation** June – Sept. 2010
Ecotourism Consultant – Koh Kong, Cambodia
- Researched and wrote a 180-page Ecotourism Feasibility Study identifying strategies and actionable steps for implementation of ecotourism in coastal and mountain communities.
 - Designed and conducted two surveys of international tourists to assess tourist demand and analyze their preferences for ecotourism activities using SPSS statistical software.
 - Determined community interest and capacity to develop and implement ecotourism activities through community assessments, SWOT analyses, and focus group discussions with key stakeholders.
- USAID/Chemonics Tourism Development Project** Feb. – May 2010
Tourism Marketing Consultant through Solimar International – Amman, Jordan
- Developed Brand Implementation Strategy and Communications Training Strategy for the Jordanian tourism industry to ensure new brand strategy and elements are correctly used and to maximize frequency and quality of media coverage aimed at boosting visitor numbers to Jordan.
- German International Cooperation (GIZ)** Mar. 2008 – Dec. 2009
Sustainable Tourism Consultant – Phnom Penh, Cambodia
- Managed all aspects of producing the 76-page, "Stay Another Day Cambodia" booklet for 2009-2010 including gathering all initiatives, writing articles, editing, and assisting with publication design.
 - Worked closely with high-level government officials to create Cambodia's first national branding campaign, "Cambodia: Kingdom of Wonder."
 - Managed development of six logos, brand book, and production of a 60-second promotional video.

International Finance Corporation (IFC-World Bank) Oct. – Dec. 2007

Sustainable Tourism Consultant – Phnom Penh, Cambodia

- Managed all aspects of producing the 84-page, “Stay Another Day Cambodia” booklet for 2008, which promotes responsible tourism through support of community, culture and the environment.
- Gathered and corresponded with 50 initiatives, wrote text, and liaised closely with graphic designer.

World Wide Fund for Nature (WWF)

April – Sept. 2007

Ecotourism Technical Advisor – Mondulhiri, Cambodia

- Developed comprehensive Ecotourism Management Plan outlining the framework for building an eco-lodge and related tourism products, including the preparation and monitoring of annual budgets.

The Nature Conservancy

Sept. 2005 – Oct. 2006

Ecotourism Consultant – Arlington, VA

- Wrote comprehensive report on the primary tourist attractions, infrastructure, financial information and future plans for development at five worldwide UNESCO World Heritage Sites of natural significance.

Conservation International

Jan. – Sept. 2005

Ecotourism Assistant – Washington, DC

- Proofread, edited and managed logistics for the production of a USAID co-funded manual titled, “Linking Communities, Tourism & Conservation: A Tourism Assessment Process.”

Abt Associates’ USAID-funded “Health Plus” Project

June 2003 – July 2004

Editor, Writer and Communications Specialist – Almaty, Kazakhstan

- Conducted field research and first-hand interviews during site visits to program areas in Central Asia.
- Wrote “Road to Results: Success Stories” detailing achievements in the region’s health care reform.
- Formatted and revised field reports generated by technical experts and delivered them to USAID officials in Washington, DC to evaluate the effectiveness of the health care programs.

United States Peace Corps

June 2001 – June 2003

Economic Development Volunteer – Pavlodar and Ekibastuz, Kazakhstan

- Taught business concepts/English in a former Soviet, predominantly Russian-speaking country to over 200 students per week. Designed and implemented entire lesson plan curricula using limited resources.

Marketing, Branding and Advertising 1995 – 2001

A broad range of private-sector account management experience encompassing over six years of work on travel accounts in marketing, branding, and advertising in magazines, trade publications, newspapers, direct mail, and radio. Managed a wide range of budgets and supervised several staff at each location.

Saatchi & Saatchi Advertising – New York, NY

1999 – 2001

Senior Account Executive for Celebrity Cruises

Manus Direct Response Marketing – Seattle, WA

1995 – 1999

Account Executive for Holland America Line and Alaska Airlines

EDUCATION

University College London (UCL) – London, United Kingdom

2012

Master of Arts (MA) – Managing Archaeological Sites

The George Washington University, School of Business – Washington, DC

2006

Master of Tourism Administration (MTA) – Sustainable Destination Management

University of Minnesota – Minneapolis, MN

1995

Bachelor of Arts – Journalism and Advertising

LANGUAGES

RUSSIAN

Conversation: Intermediate High / Written: Beginner

SPANISH

Conversation: Beginner / Written: Beginner

PUBLICATIONS

2017:

Kennedy, Susan, "Heritage Management Plan for Koh Kong," Ministry of Tourism, Greater Mekong Subregion (GMS) Tourism Infrastructure for Inclusive Growth, Asian Development Bank, Phnom Penh, Cambodia, 25 pages.

Kennedy, Susan, "Heritage Management Plan for Kampot," Ministry of Tourism, GMS Tourism Infrastructure for Inclusive Growth, Asian Development Bank, Phnom Penh, Cambodia, 39 pages.

Kennedy, Susan, "Heritage Management Plan for Kep," Ministry of Tourism, GMS Tourism Infrastructure for Inclusive Growth, Asian Development Bank, Phnom Penh, Cambodia, 16 pages.

2015:

Kennedy, Susan, "[Developing a hub for tourism in Central Asia](#)," *Invest in Kazakhstan*, News Desk Media, London, 135 pages.

Kennedy, Susan and Jashimuddin, Mohammed, "Ecotourism Management Plan for Bhawal National Park," World Bank's "Strengthening Regional Cooperation for Wildlife Protection" (SRCWP) Project, Dhaka, Bangladesh, 105 pages.

Kennedy, Susan and Jashimuddin, Mohammed, "Ecotourism Management Plan for Altadighi National Park," World Bank's SRCWP Project, Dhaka, Bangladesh, 100 pages.

Kennedy, Susan and Jashimuddin, Mohammed, "Ecotourism Management Plan for Nijhum Dwip National Park," World Bank's SRCWP Project, Dhaka, Bangladesh, 90 pages.

2014:

Kennedy, Susan, "Choctaw Tourism Development Plan (2014-2018)," Choctaw Nation of Oklahoma (Tribal Government), Durant, Oklahoma, USA, 108 pages.

["Choctaw Country"](#) 2015 Southeast Oklahoma Travel Guide, Durant, Oklahoma, USA, 48 pages.

2013:

Kennedy, Susan, "Site Preservation Plan for Areni-1 Cave in Southeastern Armenia," USAID/EDMC Project, Yerevan and Pragma Corporation, Virginia, USA, 55 pages.

2012:

Kennedy, Susan, "Ancient Taraz: A Silk Road City beneath a Modern-Day Bazaar," Dissertation submitted as fulfillment of the requirements for the degree of MA Managing Archaeological Sites, University College London, Institute of Archaeology, 87 pages.

2011:

Kennedy, Susan, "Planning and Implementation of the Community-Based Ecotourism Component of the "Project for Strengthening the Community Based Management Capacity of Bidoup Nui Ba National Park," Da Lat, Vietnam, Japanese International Cooperation Agency (JICA), 248 pages.

2010:

Dearden, Jane and Kennedy, Susan, "["Ecotourism Feasibility Study: Koh Kong Province, Cambodia"](#) for The Asia Foundation, 170 pages.

2009:

["Stay Another Day Cambodia,"](#) German International Cooperation (GIZ) and Economics Today Magazine, Phnom Penh, Cambodia, 76 pages.

2008:

"Stay Another Day Cambodia," International Finance Corporation (IFC), Phnom Penh, Cambodia, 84pp.

2005:

Gutierrez, Eileen; Lamoureux, Kristen; et al., "[Linking Communities, Tourism & Conservation: A Tourism Assessment Process](#)," Conservation International, The George Washington University and USAID, Washington, DC, September 2005, 126 pages.

The George Washington University Consulting Team and Florida State University Panama, "[Sustainable Tourism Potential of the Soberania National Park Region](#)," for the Academy for Educational Development (AED) and sponsored by USAID, July 2005, 245 pages.