

**TO: H.H. SHEIKH SULTAN BIN TAHNOON AL NAHYAN  
CHAIRMAN, ABU DHABI TOURISM AUTHORITY**

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**FROM: DAVID GWODZIK, ED.M., BOSTON UNIVERSITY**

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**PROMOTING THE EMIRATE OF ABU DHABI  
AS A DESTINATION:  
DIVERSE ACTIVITIES  
&  
PROFESSIONAL DEVELOPMENT**

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**DAVID GWODZIK, ED.M.**

**BERLIN, GERMANY**

**MARCH 15, 2005**

**Dear Sheikh Sultan,**

**Experiencing the magic of Abu Dhabi has afforded me several professional opportunities. Personally, I was very fortunate in having had the magical experience of living and working in Abu Dhabi. As a Leisure Management, Marketing and Professional Development Training Specialist, I would appreciate the opportunity to join Abu Dhabi Tourism Authority in promoting and implementing enriching adventure programs and activities.**

**EXPERIENCE: PROMOTING ABU DHABI**

**I worked for the National Corporation for Tourism & Hotels as a Marketing Specialist promoting Abu Dhabi as a destination. During this period, I was actively involved in creating Eastern Province Regional Tourism and promoting Abu Dhabi to the German travel market. The experience allowed me to improve corporate client accounts, design family/children resort activities and participate in editing the company's pictorial publication – Abu Dhabi.**

**In addition to my NCT&H experience, I worked for the International Defense Exhibition (IDEX) as the Marketing Manager for the company's publication, Gulf Defense Magazine and as the Assistant to the Chairman for Foreign Affairs. Duties and responsibilities involved selling and promoting the exhibition (IDEX 95) / Abu Dhabi. The two year project was highly successful as the IDEX exhibition is now one of the world's premier defense shows.**

**In Berlin, Germany, I was involved in promoting the Emirates through my work as a Representative for Desert Adventures Tourism and as Marketing Director for a local German travel company.**

**In Munich, Germany and Dubai, United Arab Emirates, I offered consulting management services (on-site support) in improving organizational effectiveness, skills development and personal coaching / counseling for employees and their families. Duties and responsibilities included orientation and staff training for international assignments.**

#### **LEISURE MANAGEMENT ATTRACTIONS AND ACTIVITIES FOR ABU DHABI:**

**Marketing / Representation – Promoting Abu Dhabi in Berlin Germany and UAE. Added value experience offered includes, fluent German language skills, knowledge of German tourism and travel industry, knowledge of Abu Dhabi, Empty Quarter / Liwa, Al Ain, ten years professional experience in Emirates, 20 years professional experience in Germany, strong corporate client base and traveller connection in Germany's tourism and travel industry.**

**Leisure Manager – Attending to the special interests of important guests and the corporate client – personalized activities and public relations.**

**Professional Development – On-Site Support Activities for Managers and Employees, Personal Association Learning (PAL), Coaching**

**Driving Academy – Empty Quarter / Liwa Camp**

**Million Star Hotel – Adventure experience for VIPs, corporate clients and the discerning traveller: luxury camp ambience in the EQ with outstanding desert driving experience.**

**Airport Wellness Lounge(s) – Abu Dhabi Tourism Authority  
Wellness activities – Relaxation Plus for discerning travellers and seniors**

**JUMP – Children's Language Learning and Play / Sports Camps – Centers, New Resort Activities**

**Bridging Cultures – Al Ain's Glass Mosque, The 8<sup>th</sup> Wonder of the World**

**Loyalty Points – Education Airmiles / Abu Dhabi Tourism Authority**

**In conclusion, the opportunity to discuss my activities and programs with you and your team would be a profound honor. I would appreciate the possibility of joining your organization in gaining a long-term employment position.**

**I look forward to your reply.**

**Thank you,**

**David Gwodzik, Ed.M., Boston University**

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