



Leslie Goodyear

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PROFILE

International advisor and strategist for equine and cultural arts and business development, with emphasis in digital marketing.

Freestone Enterprises

Intensive entrepreneurial enterprise built around foundational high concept technical SEO and digital marketing. Includes aspects ranging from client SEO, consulting, branding, business development and redevelopment, etc. embracing unique, specialized niches, etc.. All aspects of systems, analysis, tools, client sales, CRM, and consistent ranking established and expansive.

HH Sheikha Fatima Bint Hazza Bin Zayed al Nahyan and HH Sheikh Hazza Bin Zayed Al Nahyan, United Arab Emirates Head of State National Security Advisor 2011-2015

Advisor and international equestrian program establishment, development and management; equine investments; breeding; purchase and imports in Spain, Germany, England, UAE, USA, etc. for multiple disciplines and breeds; real estate evaluation and investments; Arab women's sports/equine sports and competition program development, etc. (See attachment)

United Nations Forum on Forests Secretariat - International Forest Film Festival

Curator, liaison and distribution manager for international film festival celebrating United Nations International Year of the Forest. Assisted in establishing strategic partnership exchange between countries aimed to implement established successful reforestation and conservation models. (eg. Chinese Government assistance with Rwandan post war reforestation project, etc.)

Jackson Hole Wildlife Film Festival & Symposium for Museum and Media Professionals — 2007-2010

Director of Marketing, Strategic Partnerships and corporate sponsorship for biennial conference and conservations summit drawing 650+ international leaders in broadcasting, media, science and conservation to Jackson Hole. In alternating years JHWFF hosts a 3 day symposium celebrating science media in collaboration. Partnered with TED to host initial TEDx Jackson Hole event in collaboration with the Festival.

Film and Television 1993-Present

Extensive, award winning production above and below the line for natural history and documentary films, commercials, charity films, screenwriting, etc for companies such as BBC, National Geographic, National Geographic International, NOVA, PBS, Warner Brothers, Panasonic, etc. (Summary available)

Equine Professional 1987-Present

Extensive International experience. Varied Breeds and disciplines. Thoroughbred yearling sales and management, bloodstock, training breeding and veterinary, evaluation, import, training, campaigning, investment, etc. Includes purchasing and producing USEF Young Jumper Horse of the Year "Catango Z" and "Hattrick" #6 ranked Showjumper for 5 year olds North America, etc.

Education

University of Kentucky Arts Administration; Actor's Studio, OMG, etc.

Skills

Master falconer, fine art, fly fishing, PRE (Andalusian) horses, snow kiting, mountaineering, backcountry skiing, equine sports and training, wildlife art, Jack Russell Terriers, Jackson Hole native