

Kristy A. Larson

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Tour Guide and Consultant

- Expert on Moroccan culture, history, arts, textiles, and the backcountry of Morocco
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Skills

- Leading adventure and cultural tours in Morocco
 - Passion for the culture and people
 - Fluent in Arabic, French and some dialects of Berber
 - Creative leadership
 - Local contacts
 - Knowledge of local customs
 - Historical research
 - Designing adventure and cultural itineraries
 - Catering to the needs of clients
 - Zest for life
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Professional Experience

MOUNTAIN TRAVEL * SOBEK, EMERYVILLE, CA – *The Adventure Company*

Tour Leader and Field Director - Morocco, 1/1994 to 8/2014

Designed and led hiking and camel treks in Morocco.

Selected Accomplishments:

- Developed and launched the adventure tour program of Morocco, including camel treks in the Sahara and hiking treks in the High Atlas Mountains as well as other tours of exotic Morocco (ancient riads, medinas, etc.).
- Led more than 150 trips over 20 years of work for the company. Identified opportunities, researched new trips, collaborated with local Moroccans and outfitting agencies.
- Created solid and exciting multi-week trip itineraries; improved communication between agency and local Moroccans.
- Wrote advertisements, guides, and brochures that enhanced clients' understanding of Morocco and all that the country has to offer.
- Performed and coordinated all logistical operations for tours.

AMERICAN SCHOOL, TASIS, LUGANO, SWITZERLAND – *American school (K-12)*

Morocco Tour Leader, 1999 to 2004

Designed and led in-school programs for students traveling to Morocco.

Selected Accomplishments:

- Coordinated logistics for international students traveling abroad through the American school.
- Led six, one week-long trips with 40 students each.
- Taught Moroccan cultural and history.

EQUITORS, DuBois, Wyoming, USA – *Worldwide horseback trips*

Tour Leader, 2000 to 2004

Led horseback tours in Morocco.

Selected Accomplishments:

- Led a total of eight tours in four years of work for company.
- Designed trip itinerary and led 10-day trips.
- Average of six people per trip.

KRISTY LARSON INC., Steamboat, Colorado, USA – Handcrafted Moroccan leather and carpet belts and bags.

Principal, 1985-current

Designed and coordinated the production of Moroccan products; exported, imported, marketed and distributed Moroccan handcrafted products in the United States.

Selected Accomplishments:

- Sold thousands of belts and bags in retail stores and boutiques throughout the U.S.
- Managed Moroccan workers and shipments.
- Business valued at \$1 million.

PEACE CORPS, Essaouira, Morocco – International service organization of the United States

Volunteer in Morocco, 1982-1984

Taught English as a foreign language in public high schools in Morocco.

Selected Accomplishments:

- Over two years of service taught nearly 1,000 students, nearly 200 students per semester.
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Education

UNIVERSITY OF COLORADO, BOULDER, COLORADO, USA

Bachelor of Arts, 1978

- Major: Psychology
- Minor: Sociology and Math
- Graduated with high honors

UNIVERSITY OF PARIS, SORBONNE, FRANCE

Moyen Degree, French, 1981
