# PAUL OLIVER FIOL, POL

**Executive Advisor | Adventure Tourism | Destination Development | Risk Governance | Experiential Education**


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## Executive Profile

Executive advisor with more than four decades of international leadership across adventure tourism, experiential education and destination development. Founder of The Adventure Expert LLC - FZ, advising governments, tourism authorities, developers and education providers on strategy, governance, operational readiness and sustainable tourism. Proven experience creating, scaling, operating and exiting adventure destinations, outdoor education programmes, expedition businesses and tourism ventures.

**Value proposition** Transforms concepts into internationally benchmarked adventure destinations through a distinctive combination of executive leadership, commercial insight and technical expertise.

## Core Expertise

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| **Adventure Tourism Strategy** | **Government Advisory** | **Activity Standards and SOPs** | **Risk Management** |
| **Operational Due Diligence** | **HSEQ** | **Business Transformation** | **Experiential Education** |
| **Sustainable Tourism** | **Executive Advisory** | **Leadership Development Retreats** | **Expedition Leadership** |

## Selected Career Highlights

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| • Founded and managed multiple successful adventure, tourism and education businesses. | • Delivered projects for government entities, tourism boards and international schools. |
| • Pioneered several landmark adventure attractions and programmes in the GCC. | • Built extensive expertise in governance, health and safety, due diligence and operational risk. |
| • Designed and oversaw the development of several experiential learning centres. | • Raised funds and personally delivered seven ambulances to underserved communities in Africa and Asia. |
| • Led dozens of expeditions worldwide. | • Conceptualized and developed Maasai Warrior Training courses |
| • Developed adventure tourism itineraries in Afghanistan for US State Dept. | • Served on executive of Dubai Round Table for 14 years. |
| • Co-authored provider standards framework for Fujairah Government | • Authored minimum operating standards for 8 adventure sports |

## Representative Clients and Government Organisations

Royal Commission for AlUla • Ras Al Khaimah Tourism Development Authority • RAK Leisure • Sharjah Government • Fujairah Adventures • NEOM • Omran • US State Department • Shurooq • Bear Grylls Survival Academy • Leading international schools • Laureus Sport for Good • Big Change • Charity Challenge • Just Challenge • NCBI • Tribal Tracks • Gulf for Good • Ride for Unity • Wadi Bih Race • Musandam Adventure Race • Ultra Urban • First Group • Fitt Group • Fitness First • EastNets • Bush Adventures • Jumeirah Hotels • Six Senses • Golden Tulip • Ritz Carlton • PWC • Smith & Nephew • Visa International

## Professional Experience

**Founder and Principal Consultant - The Adventure Expert LLC - FZ** | **2026-Present**
Strategic consultancy supporting governments, tourism authorities, developers and education providers.

**Member - National Technical Committee for Active Tourism, Sports and Adventure Standards** | **2026-Present**
Contributing to the development of outdoor-industry standards for the UAE Ministry of Industry and Advanced Technology.

**Honorary Director - Himalayan Holidays Nepal** | **2026-Present**
Providing strategic support to a Himalayan trekking and expedition business.

**Founder - Absolute Adventure Sports Services** | **2005-Present**
Adventure outfitting, consultancy, expeditions, team-building events and charity challenges.

**Founder and CEO - Absolute Adventure Education** | **2009-2026**
Built a leading experiential education provider operating across the UAE and Oman.

**Vice President Strategic Growth Unit - Hero Experiences Group** | **2024-2026**
Assessed regional growth opportunities.

**General Manager - Khaybar Adventures** | **2024**
Developed and operated adventure experiences within Khaybar Geopark, Saudi Arabia.

**Technical Director - UAE Adventures** | **2014-2023**
Developed exclusive glamping and adventure operations.

**General Manager - Bear Grylls Explorers Camp and Survival Academy** | **2020-2021**
Opened and operated the world's first Bear Grylls Explorers Camp.

**General Manager - Jebel Jais Via Ferrata** | **2016-2017**
Opened and operated the UAE's first commercial via ferrata.

**Managing Director - Kalba Camp and Water Sports Center** | **2014-2020**
Established a premium residential outdoor education centre.

**Managing Director - Musandam Mountain Adventure Tourism** | **2006-2020**
Led an adventure operator based from a traditional stone house in Dibba.

**Technical Director - Syria Adventure** | **2009-2011**
Developed adventure itineraries across Syria.

**Co-Founder and Vice Chairman - Gulf for Good** | **2001-2005**
Served as Charity Director and Challenge Director for the region's only registered organiser of adventure challenge events, raising funds for children's projects worldwide.

**Partner - Najma Human Resources and Training Consultancy** | **1997-2003**
Created an ethical recruitment and training company with offices in Dubai and Chennai.

**Owner - Quick Print** | **1986-2003**
Founded the region's first independent quick-print, design and copy bureau.

**Partner - Oliver Yacht Charter** | **1979-1987**
Provided bareboat and skippered yacht charters from Brighton Marina.

## Technical Qualifications

*A multidisciplinary qualification portfolio spanning land, water, safety, guiding, environmental interpretation, management and expedition medicine.*

| Land | Water |
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| • Mountain Walking Leader | • Level 3 Open Water Coastal Kayaking Leader |
| • Supervisor Level 1 Single Pitch Rock Climbing | • Coach Developer - British Canoeing |
| • Supervisor Level 1 Abseiling | • Navigation, Open Crossings, Surf and Swell, Tides and Weather |
| • Mountain Guiding | • British Canoeing Mentoring Award |
| • Radio Communication for Field Staff | • Leading in Unfamiliar Environments |
| • Survival | • Buoyancy Awareness |
| • Go Fence Leaders Award | • British Canoeing Leadership Award |
| • Level 1 Mountain Bike Leader Award | • Develop Your Coaching Craft |
| • Bike Repair and Maintenance | • British Canoeing Instructor |
| • D Standard Award in Horsemanship | • British Canoeing Coach Award |
| • Site Specific High Ropes Instructor | • Code of Conduct for Coaching Workforce |
| | • National Powerboat Certificate Level 2 |
| | • Foundation Safety and Rescue Training |
| | • Paddlesport Leader |
| | • Activities, Boats and Paddles |
| | • Canoeing Health and Safety |
| | • Group and Session Management |
| | • Meeting Individual Needs - British Canoeing |
| | • Providing Feedback - British Canoeing |
| | • Delivering to Support Individual Needs - British Canoeing |
| | • Fundamental Skills - British Canoeing |
| | • Performance Models - British Canoeing |
| | • Knowledge Audit - British Canoeing |
| | • 1 Star Performance Award - British Canoeing |
| | • 2 Star Performance Award - British Canoeing |
| | • Sea Survival |
| | • Sail Training Week |
| | • Lifesaving Award |
| **Health Safety and Safeguarding** | **Scuba** |
| • Risk Assessments for School Trips | • Master Scuba Diver |
| • Risk Assessments in Educational Settings | • Deep Diver |
| • Health and Safety in Education: Senior Leadership and Management | • Underwater Photographer |
| • OEAP Training Scheme for Educational Visit Coordinator Trainers | • Advanced Open Water Diver |
| • Introduction to Nutrition and Hydration | • Wreck Diver |
| • Manual Handling | • Boat Diver |
| • Equipment Management and Safety | • Search and Rescue Diver |
| • Introduction to Disability Awareness | • Scuba Equipment Specialist |
| • FAA Level 3 Award in Safeguarding Children, Young People or Vulnerable Adults | • Open Water Diver |
| • Safeguarding Training | |
| • Level 2 Fire Warden | |
| • Level 1 Fire Safety and Proper Use of Fire Extinguishers | |
| • Educational Visit Coordinator Training | |
| • Inspection of PPE Against Falls from Height | |
| • Tendon/Lanex Ropes and PPE Inspector | |
| • Sexuality and Gender Identity in Education, Learning and Training | |
| • Hostile Environment Awareness Training | |

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| • IOSH Managing Safely | |
| **Guiding** | **Nature and Conservation** |
| • Field Guiding and Nature Guiding | • Wildlife Management |
| • Interpretive Guiding Skills | • Game Lodge Management |
| • Tour Guide to the Eastern Cape Province | • The Big 5 |
| • Tour Guide to the Western Cape Province | • Astronomy |
| • Tour Guide to the Northern Cape Province | • Carnivore Conflict and Conservation |
| • Tour Guide to Limpopo Province | • Geology, Palaeontology and Evolution |
| • Tour Guide to Mpumalanga Province | • Marine Biology |
| • Tour Guide to KwaZulu-Natal Province | • Field Ranger Management |
| • Tour Guide to the North West Province | • Outdoor Awareness - Leave No Trace |
| • Tour Guide to Gauteng Province | • Diploma in Viticulture |
| • Tour Guide to the Free State Province | • Big Cats of the World |
| • Guiding & Storytelling for an Impactful Ecotourism Experience | • Intro to the IUCN Green List of Protected & Conserved Areas |
| • Designing an Attractive Ecotourism Itinerary | • Intro to Nature Positive & IUCN RHINO |
| • Sports & Nature: Foundations for Action | • Intro to Conservation & Climate Change |
| | • An introduction to Natural World Heritage |
| **Management** | **First Aid and Expedition Medicine** |
| • Mini MBA Global Governance | • Level 5 Wilderness First Responder |
| • Mini MBA Strategic Management | • Wilderness Advanced First Aid |
| • Mini MBA Project Management | • Wilderness First Aid |
| • Executive Skills Program | • FAA Level 3 Award in Outdoor First Aid |
| • Hot Marketing Tips | • PADI Scuba Diving Medic |
| • Finance for the Non-Financial Manager | • Medical Oxygen Specialist |
| • Marketing, Advertising and Sales Promotions | • Catastrophic Bleeding Specialist |
| • Corporate Communications and Public Relations | • Cold illness & injury |
| • Compelling Marketing of Ecotourism | • Humans at High Altitude |
| | • Women's Health for Mountain Adventures |

## Awards and Professional Memberships

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| • Fellow of the Institute for Outdoor Learning | • Professional of Outdoor Learning |
| • Member - Adventure Travel Trade Association | • Member - British Canoeing |
| • Louis Marchesi Medal - Round Table International | • Noble Prize for Charitable Work - Abu Dhabi Government |
| • Excellence in Tourism Award - Sharjah Tourism Department | • Appreciation Award - Dubai Sports Council |
| • ARTAG Medal - Association of Round Tables Arabian Gulf | |

**The Adventure Expert LLC - FZ | 6th Floor, Meydan Grandstand, Nad Al Sheba, PO Box 72632, Dubai, UAE**