

# ZAINAB ANSELL

Tourism Visionary • Hospitality Leader • Sustainability Advocate

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## Executive Profile

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Zainab Ansell, widely known as “Mama Zara,” is one of East Africa’s pioneering tourism and hospitality leaders. As Founder of Zara Tanzania Adventures, Zita Properties, and Zara Tanzania Charity, she has built a respected tourism ecosystem connecting adventure travel, sustainability, hospitality investment, education, and community empowerment across Tanzania.

## Core Areas of Expertise

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- Tourism & Hospitality Leadership
- Kilimanjaro & Safari Operations
- Strategic Business Development
- Destination Branding & Marketing
- Sustainable Tourism Development
- Tourism Investment & Property Development
- Women Empowerment & Community Impact
- International Partnerships & Representation
- Tourism Mentorship & Advisory Roles

## Professional Experience

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## **Founder & Executive Director – Zara Tanzania Adventures**

Tanzania | 1980s – Present

Founded and developed one of Tanzania's recognized tourism brands specializing in Kilimanjaro expeditions, safari operations, hotel partnerships, logistics, and destination management.

- Built an internationally recognized tourism operation serving global travelers.
- Created employment opportunities across tourism and hospitality sectors.
- Developed strong international travel trade relationships.
- Supported ethical tourism and sustainability initiatives.
- Positioned the company as a trusted East African tourism operator.

## **Additional Leadership Ventures**

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### **Founder – Zita Properties**

Leading development of tourism accommodation projects including lodges, camps, villas, and hospitality investments.

### **Founder – Zara Tanzania Charity**

Established and supports community-focused initiatives involving education support, women empowerment, and community outreach.

## **Board & Leadership Roles**

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- Board Member – Tourism Academy Advisory Board
- Chairperson – Student Affairs Committee
- Member – Academic Committee
- Member – Planning, Finance & Administration Committee
- Tourism Industry Mentor & Public Speaker

## **Leadership Philosophy**

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*“Tourism should create unforgettable experiences while generating long-term positive impact for communities and future generations.”*

## Recognition & Industry Positioning

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Recognized as one of the respected female leaders in African tourism, Zainab Ansell has contributed significantly to Tanzania's international tourism reputation through safari operations, Kilimanjaro tourism, hospitality investment, sustainability initiatives, and employment creation.

## Languages

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English | Swahili

References available upon request.