

John Zuwasti Curran

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The Honorable
Nikki R. Haley
Governor of South Carolina and Ambassador-designate to the UN
Office of the Presidential Transition
1800 F Street, NW
Washington DC 20405

December 29, 2016

Dear Governor and Ambassador-designate Haley:

I write to apply for certain positions under your leadership of the US Mission to the United Nations.

I share President-elect Trump's clear-eyed assessment of the United Nations' failures, having recently concluded years of service in the UN — most recently as Strategic Advocacy and Innovative Partnerships Adviser (one of the UN's few directly-hired Americans, and probably the only Republican) — to instead seek opportunities in which I can apply my experience, skills, and ambition in service of a more talented and effective organization — namely, the Trump Administration and its priorities — for the benefit of the United States.

I offer a successful track record of extensive foreign affairs experience, loyal policy and personal advocacy, impactful strategic influence activities, tireless negotiation in multilateral organizations, insightful data analysis, and excellent oral and written communication. In my previous capacity as Senior Editor at The Jakarta Globe, I demonstrated in-depth engagement with the full range of global and regional economic and trade issues, political and military affairs, and rapidly evolving health and regulatory systems. My experience navigating the culture and bureaucracy of the UN, as well as my experience diplomatically guiding a mixed-culture newsroom toward a consistently pro-American, pro-business and finance orientation may be valuable as the administration seeks to motivate the US Mission to the UN into action on its priorities — and deliver expected outcomes under new terms of engagement.

I also bring direct experience in business development amid hostile regulatory environments in both emerging and developed economies, having founded a successful franchise of private health clinics in Indonesia, as well as having founded a D.C. pedicab operation that financed my college education.

I humbly ask your consideration for any position within the US Mission to the UN; a list of preferred appointments is enclosed as "Appendix A."

Accept, Excellency, the assurances of my high consideration.

Yours sincerely,



John Zuwasti Curran

Enclosure(s): Curriculum vitae
Appendix A: List of Preferred Positions

John Zuwasti Curran

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available worldwide

BORN: 22 November 1985, Boston

LANGUAGES: English (Native); Bahasa Indonesia (Fluent)

WHAT I CAN DO FOR YOU

I weaponize information. While I began my career as an applied anthropologist, I now generate greater value and impact by guiding action among politicians, policy makers, and program administrators through strategic influence activities.

My roles in policy advocacy have included discovering new or overlooked strategic insights and advantages, and mobilizing support for others to leverage such opportunities through relationships with businesses, funders, governments, NGOs, and media. In multilateral conferences, I have negotiated outcomes that achieve my agency's confidential objectives while also reflecting consensus views, and I network widely in the business/development/population/health communities.

My experience includes strategic influence in legal and discursive environments, public-private sector partnerships, competition in emerging economies, operations research, value for expenditure issues, health systems strengthening, population dynamics, and advocacy-oriented data exploration and visualization.

EDUCATION

The George Washington University, Anthropology, 2005-2011

SKILLS

The Census and Survey Processing System (CSPro), REtrieval of DATA for small Areas by Microcomputer (REDATAM 7), SPSS, STATA, R, js visualization libraries (d3, nvd3, c3, Angular), Tableau, Processing, Bloomberg Terminal, ATLAS Ti, Visual Basic, Linux, Adobe Creative Suite (InCopy, InDesign, Illustrator, Photoshop), Wordpress, Microsoft Word, Excel, online knowledge management systems (USAIDallnet, Wiki).

UNITED NATIONS

OCTOBER 2015 – NOVEMBER 2016

Strategic Advocacy and Innovative Partnerships Adviser, UNFPA

Malé, Maldives

- Managed advocacy activities. Achievements include enactment of key legislation attributable to UNFPA's lobbying. Coordinated and mobilized diverse consortium of youth organizations; achieved inter-ministerial agreement to include two of our youth representatives on panel for sustainable development policy planning.
- Authored and edited commissioned op-eds, news and feature stories, press releases, speeches, and reports.
- Edited and provided technical input for three monographs: "[Maldives' Population Dynamics: Policy Prospects for Human Growth and Opportunity](#)," which the World Bank has reportedly sought to emulate in format and style; all chapters of the National Bureau of Statistics 2014 Census Analytical report; and an analysis on youth population and policies.
- Managed rapid development, production, nationwide distribution, and introduction to stakeholders of census products: "[Know Your Island](#)" cards — decks of attractive, accessible, island-level population profiles with locally tailored, data-driven advocacy messages and insights for each island — as well as maps, [posters](#), [fact sheets](#), and leaflets. These products were spotlighted by UNFPA HQ as an innovative advocacy practice and praised by partners.
- Led development of [UNFPA CardKit](#), a browser-run javascript app for generating multimedia advocacy content, properly branded and formatted for social media sharing. Through CardKit, I operationalized UNFPA's Identity Style Guide and extended its application to social media, thereby equipping Country Offices with much-needed tools to automate compliance and quickly publish professional-looking content — even from low-resource settings — that dramatically improved engagement metrics and inbound traffic. More importantly, CardKit effectively unified UNFPA's previously discordant online visual identity, eliminating a long-recognized source of reputational risk from the agency's own field offices.
- Created the Maldives Population Portal ([MPop](#)), an online advocacy, news, and information service. Developed interactive data visualizations: "[Who Abuses Whom and How?](#)," "[Who Marries Whom?: Couples and Their Jobs](#)," "[Migration: Maldivians on the Move](#)," "[Never Been Married](#)," "[How Child Marriage Is Ending](#)," "[Who's Older and Younger Than You?](#)," "[How Many Maldivians?](#)," "[Got a Job?: Who Works, Who Doesn't, and Why](#)," among others.

Senior Editor**Jakarta, Indonesia**

- Exercised full and final editorial control of an international, English-language daily newspaper with an annual circulation of 4.4 million; provided authoritative quality assurance for all aspects of print and online content.
- Managed editing of all sections, ensuring high standards of quality and timeliness through rapid rewrites on large volumes of original reporting. Cultivated network of reliable sources to enhance and verify stories.
- Earned the Society of Publishers in Asia's "Award for Editorial Excellence" for "Outstanding editorial coverage by the Jakarta Globe," as a result of my specific contributions.
- Wrote headlines that rocketed to #5 and #6 as worldwide trending topics on Twitter, which held for nearly a day.
- Applied editorial standards and management principles in decisions to accept, edit, or reject content. Reviewed drafts and deputy editors' comments, directing revisions as necessary. Developed editorial policy by pro-actively negotiating consensus; advised newsroom of decisions and guided implementation, in consideration of management directives.
- Initiated and chaired the Standards Working Group, a process that comprehensively revised the Jakarta Globe Editorial Manual and Style Guide, which had deprecated after years of disuse without update. Organized consultations and trainings that attracted buy-in across the newsroom; established regular mechanisms for revising editorial standards and procedures. This significantly improved quality of reporting, eliminated persistent inefficiencies, and reduced common sources of error or confusion.
- From Nov. 2013 to Aug. 2014, before promotion from Copy Editor to Senior Editor, I took leave to advise at Oxford.

UNIV. OF OXFORD, NUFFIELD DEPT. OF POPULATION HEALTH**OCTOBER 2013 – AUGUST 2014****Resource Person****Oxford, United Kingdom**

- Advised two MSc students' dissertations; both earned the highest marks in their department. Directed cleaning and analysis of a "Big Data" project using electronic medical records from Shanghai hospitals. Evaluated health provider performance metrics; generated insights on acceptability of care from patient attrition and treatment adherence.
- Mentored MSc students through supplemental study sessions; provided expertise in design of international organizations' interventions, program implementation, monitoring and evaluation systems, and various population health issues.

NATIONAL POPULATION AND FAMILY PLANNING BOARD (BKKBN)**MAY 2013 – AUGUST 2013****Family Planning 2020 (FP2020) Communications Officer****Jakarta, Indonesia**

Under UNFPA coordination, strongly positioned the Government of Indonesia on FP2020 coordination, reporting, and strategic planning. Established an FP2020 Secretariat in BKKBN and a National Coordination Committee (NCC) comprising all major family planning partners in country; backstopped NCC meetings. Supported development of proposals for national family planning program's revitalization, including a successful \$10 million Gates Foundation grant. Drafted terms of reference for technical advisers. Provided confidential intelligence reports to UNFPA on BKKBN and its partners' relations.

UNITED NATIONS**DECEMBER 2012 – MAY 2013****Strategic Information and Resource Mobilization Officer, UNFPA****Jakarta, Indonesia**

- Edited all Country Office communications on tight deadlines; wrote speeches, statements, press releases, briefing notes, strategy memos, and correspondence on behalf of all levels of leadership, both of UN agency and Indonesian government; ensured accuracy, coherence, and consistency with UN policies and procedures;
- Reporting directly to the Representative, developed strategic communications that helped build partnerships to implement the country programme. Provided day-to-day technical input and strategic advice to programme teams on engaging partners and donors, including the private sector.
- Analyzed development and sectoral policies, plans, and initiatives being discussed and implemented; identified under-utilized internal data or client needs; facilitated cooperation on this basis with donors and other partners;
- Synthesized proposals and input toward development and implementation of a Donor Intelligence Strategy, Resource Mobilization strategy, and Client Relationship Management strategy;
- Obtained then-secret advance draft report of High-Level Panel on the Post-2015 Development Agenda and its working papers for UNFPA HQ; recommended panelists to influence; tailored and delivered demarché points.
- Rapporteur and negotiated outcome documents for the International Conference on Population and Development (ICPD) Beyond 2014 Global Consultative Forum in Bali, as well as the High Level Panel on the Post-2015 Development Agenda's Expert Group Meeting on Population Dynamics.

UNITED NATIONS**MAY 2012 – DECEMBER 2012****Ethnographic Research, Private Sector Engagement, & Communications Officer, UNFPA****Jakarta, Indonesia**

- Produced ethnographic, branding, and business insight on youth, sexuality, and healthcare systems in Indonesia.
- Developed and launched [UNALA](#), a private-sector “social franchise” business that provides high-quality adolescent sexual and reproductive health services in Yogyakarta, a large, conservative city and peri-urban region in Central Java.
- Designed business plan, model operating procedures, client/outreach engagement frameworks, and subsidy schemes. Assisted in development of three-year work plan, partnership structure, and plan for financial sustainability transition.
- Introduced cutting-edge evaluation framework. Using insights drawn from my ethnographic research among young people, health care professionals, and local officials, I developed a set of novel metrics and methods for their measurement to supplement the Primary Care Assessment Tool’s (PCAT) application to a social franchise.
- By combining operations research with results-based management (RMB) methods, we were able to more rapidly and cheaply assess both progress toward program objectives as well as provider performance. These innovations have since been recognized as a good practice and replicated elsewhere.
- Edited and contributed original research to the World Population Day 2012 Indonesia Country Supplement and other publications.

BER.SENI**JANUARY 2012 – MAY 2012****Associate Curator & Research Fellow****Jakarta, Indonesia**

Established, as a team, a civil society organization (CSO) and “art space” that explored social issues through themed monthly exhibitions with four partners in just three months. Planned and staged exhibitions and events: Provided cultural and historical context through talks, interpretive displays, and essays in exhibition catalogues and media. Enhanced civic engagement through community enrichment programs, facilitated CSO collaborations, broadened minds, and contributed to poverty alleviation and heritage preservation in Papua.

MEMBERSHIPS

The Federalist Society

Republican Party

Dedham Society for the Apprehension of Horse Thieves

American Anthropological Association

Society for Applied Anthropology

Indonesian Heritage Society

REFERENCES

John May, Population Reference Bureau

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Appendix A:

Preferred positions at USMUN, equivalent to GS-11 or above

State Department

Speechwriter	US Mission to the UN
Policy Advisor	US Mission to the UN
Director of Digital Media	US Mission to the UN
Special Assistant	US Mission to the UN