



## DRAGON ROCK 龙岩

Access Asia: Cross-Cultural Consulting  
直通亚洲：跨文化咨询



When Zenta Thomas established the Dragon Rock core principals and dedicated the company to providing Market Entry, Market Creation, Market Expansion and Advisory services for Western and East Asian companies, she was seeing the gap Western businesses had in understanding East Asian cultures and preferences, and the gap East Asian businesses had in understanding what Western consumers want. Her goal was to fill the void businesses faced in attempting to navigate each other's markets. Ms Thomas is currently the representative and advisor for Destination Golf Magazine in Asia.

It was natural that her skills developing strategic alliances with a wide range of advertising agencies and marketing firms throughout the western hemisphere, combined with years living and working within the ever vibrant Asian business and cultural framework, along with an insider's knowledge in the golf development industry provided her with a unique foundation to develop captivating concepts and meaningful relationships with the very best of the Golf Industry and Media leaders worldwide.

During her years as an Executive Producer and New Business Director in the competitive Television Advertising Field, she has produced an award winning roster of TV Commercials, Advocacy and Issue Advertising, Long Form Corporate Films, Short Features, and Feature Films.

In short, the diversity of her experience leaves her eminently qualified to develop exciting yet fiscally responsible business initiatives with promotional, branding and marketing programs to help her clients achieve their goals.

Services come in many different forms: Networking, Alliances, Media, Marketing, and Strategic Alliances. Identifying and developing the right strategic alliances coupled with consensus building of interdependent industry leaders is an integral part the Dragon Rock's foundation and one of the primary keys to driving and sustaining long term business growth.

In essence, by immersing herself in the client's challenges and objectives then developing initiatives to accomplish those goals, Zenta has become known throughout the industry as a leader who succeeds in delivering consistently successful projects.

In Golf, Dragon Rock builds new ways to adapt the heart of the game to the intricacies of modern living. She grasps the excitement and potential of East Asia and sees unique routes to spreading word of the extraordinary venues and excellent values available to golf travelers.

Constantly refining the understanding of what drives the High End, Best in Class, and Budget traveler, she helps clients to acclimate to the ever changing whims of international golfers.

By using established trusted alliances and constantly generating new ones, she brings into focus for her clients the value in each other's markets using her years of cross cultural experience and business acumen.



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## Notable Client List

KHH Design - Kyi Hla Han Golf Design (Chairman of Asian Tour) Market Entry Advisory, Branding, Marketing, Web and Brochure Design

NGF - National Golf Foundation - Market Research

SRGD - Steven Rockefeller Golf Design - Market Entry China , Logo Design

Destination Golf - Representative in Asia

Gil Hanse - Hanse Golf Course Design (Rio 2016 Olympic Architect) - Market Entry Advisory – China. Secured cover story for the China Golf Magazine 10th anniversary edition. Identified and made introduction to his first design engagement in China.

Qualtias - **Qualitas Project Control** - Branding, Marketing, New business, Development, Logo, Web and Brochure Design

**“Breaking Ground”** - Creator of unique travel Show about building golf courses in Asia. Six other golf/travel shows also “In development”

