
JONATHON LEO FRIEDMAN

📍 Cape Town, South Africa | 📞 +27 (0)71 871-4980 | ✉️ jfriedman515@gmail.com
🔗 LinkedIn: JonathonFriedman | Instagram: @jon_monsoon

A conservation leader at the intersection of wildlife welfare, law, field operations and public trust.

Wildlife conservation leader with 32 years' experience across African species conservation, wildlife welfare, veterinary support, advocacy and community engagement.

My career spans frontline wildlife rescue, rehabilitation, human-wildlife conflict mitigation and the design and management of conservation programmes that deliver practical outcomes.

I bring a rare combination of field credibility, technical knowledge, strategic leadership, media experience and partnership-building ability.

My strength lies in translating complex conservation challenges into workable systems and clear action that protect biodiversity, improve wildlife welfare and build public trust

CORE COMPETENCIES

Wildlife Veterinary Programme Support – Coordinating the operational requirements of wildlife health interventions, including capture, transport, quarantine, rehabilitation, diagnosis, treatment support, disease-risk management (immunisation) and welfare monitoring. Assisted autopsies and post-mortem evaluations. Veterinary liaison and development of operational protocol.

Wildlife Forensics & Investigative Support – Supporting wildlife anti-crime and animal cruelty investigations through evidence documentation, chain-of-custody awareness, veterinary liaison, necropsy and specimen handling, forensic photography, case preparation and enforcement-ready reporting.

Wildlife Conservation & Welfare – Implementing field-based programmes for species protection, welfare, rescue, rehabilitation and long-term conservation outcomes.

Human-Wildlife Conflict Management – Developing and implementing practical strategies to reduce negative interactions between people and wildlife.

Animal Law & Applied Environmental Legislation – Working knowledge of local, national and international wildlife protection frameworks, with experience applying legislation and policy in the protection of threatened and endangered species.

Community & Stakeholder Engagement – Building productive relationships with communities, landowners, residents, NGOs, government agencies, affected parties and operational partners.

Conflict Resolution – Managing sensitive stakeholder issues through clear communication, practical problem-solving and relationship-based outcomes.

Programme & Operations Leadership – Managing multi-site, cross-functional teams in complex field environments, including staff supervision, operational planning and incident response.

Crisis Communication – Managing sensitive or high-risk incidents through accurate, timely and coordinated communication with internal teams, authorities, stakeholders, media and the public.

Partnership Development & Fundraising – Securing investment, sponsorship and donor support for conservation initiatives through credible relationships and compelling programme positioning.

Strategic Planning & Project Delivery – Aligning conservation goals with operational requirements, stakeholder expectations and measurable implementation outcomes.

Environmental Education & Advocacy – Designing public, guest and community engagement programmes that build understanding and inspire conservation action.

Conservation Marketing & Media Management – Crafting compelling conservation narratives that increase public support, strengthen programme visibility and manage reputational risk.

Conservation Tourism Strategy – Designing tourism and visitor-engagement models that generate revenue while supporting measurable conservation and welfare outcomes.

PROFESSIONAL EXPERIENCE

Cape Baboon Partnership – Manager North, & South Western Troops / Sanctuary Development Lead

Cape Town | Apr 2025 - current

- Responsible for the strategic management of all northern and south western Cape Peninsula Chacma baboon troops.
- Manage a team of rangers.
- Spearhead advocacy campaigns for baboon welfare.
- Lead the development and implementation of an urban wildlife centre for displaced baboons and other compromised wildlife.

Cape of Good Hope SPCA – Wildlife Department Supervisor

Cape Town | Dec 2021 – Apr 2025

- Managed the country's largest and busiest wildlife rescue.
- Managed a team of inspectors and liaised with law enforcement and animal welfare bodies.
- Enforced wildlife keeping and husbandry policy according to various legislations.
- Led wildlife comms, fundraising and public relations strategy.
- Spearheaded wildlife education content and advocacy campaigns.
- Instituted a successful internship program with international learning institutions.
- Gained wildlife veterinary experience in a clinic environment, with an emphasis on radiology, triage, diagnosis and treatment.

Shark Warrior Adventures – Founding Partner, Director & CFO

Cape Town | Feb 2016 – Dec 2021

- Co-founded and marketed a sustainable marine eco-tourism venture.
- Created promotional video and editorial content; built partnerships with influencers and conservation orgs.
- Managed all financial, operational, and PR functions.

AfriOceans – Head of Programmes & Media

Cape Town | Feb 2016 – Dec 2021

- Designed and ran conservation campaigns and film-based education projects.
- Directed media content for donor engagement and outreach.
- Produced marine wildlife films and co-managed international internships.

African Wildlife Conservation Fund – Senior Communications Officer

Remote/Zimbabwe | Feb 2014 – Dec 2015

- Built global communications presence, produced field updates, newsletters, and social content.
- Created donor videos, project documentaries, and wrote press releases.

Save Our Seas Foundation – Social Media Manager / Educator

Cape Town | May 2013 – Jan 2014

- Led digital content across platforms; developed engaging marine science stories.
- Assisted in education sessions and aquarium interpretation.

Substance Films – Head of Content & PR

Cape Town | Oct 2012 – Apr 2013

- Oversaw all content creation and PR campaigns.
- Worked with wildlife filmmakers and NGOs to amplify their narratives.

FHM Magazine – Features Editor

National | Jan 2010 – Sep 2012

- Directed feature content and interviews; led long-form storytelling.
- Managed contributor teams and editorial calendar.

Kulula Comic Life Magazine – Editor

Cape Town | Mar 2006 – Oct 2009

- Led SA's popular inflight magazine.
- Produced humorous, informative content with a strong visual element.

Plus 1 Media Productions – Founder & Director

Cape Town | Jan 2001 – Jan 2011

- Ran a bespoke production and media consultancy.
- Clients included conservation orgs, brands, and tourism bodies.
- Produced video, print, and social content.

EDUCATION**Technikon SA (UNISA) – National Diploma: Nature Conservation**

Johannesburg | 1992–1994

SELECTED COURSES

- **Conservation Project Management & Design** – Conservation Careers (2025)
 - **Foundation in Animal Law** – Animal Law Reform (2024)
 - **Wildlife First Aid** – Wildlife Rescue SA (2022)
 - **Anti-Poaching & Conflict Mitigation** – Global Conservation Force (2022)
 - **RPL UAV Pilot Training** – UAVI (2016)
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PROFESSIONAL ASSOCIATIONS

- **Two Oceans Aquarium Trust** - Animal Ethics Committee (AEC) member
 - **ICARE** – Legal Researcher (2025 - present)
 - **International Raptor Foundation** - Board Member (2024 - 2025)
 - **Wildlife Rescue SA** – First Responder (2022 - present)
 - **SA Wildlife Forensics Academy** – Intern instructor (2021 – 2025)
 - **SANParks Honorary Rangers** – Volunteer Ranger (2020 - present)
 - **SA Tourism** – Accredited Tour Guide (2016 – present)
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PUBLICATIONS & HONOURS

- **Scientific paper** – “Novel rabies outbreak in a marine mammal - the Cape fur seal” (2025): co-author
 - **Book:** *Sakhu: My Story* (2011): author (Published by Centre For the Book)
 - **Book:** *Stars, Bars & Guitars* (2008): author (published by Struik)
 - **Award:** *The African Penguin Conservation Experience* (2021): host (Reigniting Africa Awards)
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SOFTWARE, AI & MEDIA SKILLS

- MS Office suite
- Google Suite
- Claude
- Perplexity
- Motion
- Airtable
- Monday
- Power BI, GIS
- iOS + Android proficient
- YouTube/Meta Creator tools
- Adobe Creative suite. Final Cut Pro, Audacity, Canva, OBS Studio

LANGUAGES

- **English** (native fluent)
- **Afrikaans** (fluent)
- **isiXhosa** (conversational)
- **isiZulu** (student)
- **Arabic** (student)
- **French** (basic–intermediate)
- **Portuguese** (basic–intermediate)

REFERENCES

- **Dr. Gregory Simpson**
Director / Wildlife Veterinarian: Wildlife Forensic Academy
Tel: +27 73 443-8518
E-mail: greg.simpson@wildlifeforensicacademy.com
- **Mr Moyo Ndukwana**
CEO: Cape of Good Hope SPCA
Tel: +21 700-4157
E-mail: ceo@spca-ct.co.za

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