

# PHILIP MOON WALKER

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## Business Marketing & Hospitality Director

*Business Services / Business to Consumers / Special Events*

Energetic and creative business professional with 20 years of experience in marketing and management capacity. Exceeded goals in ranching venues with emphasis on conservation, hospitality and recreation. Skilled in effective delivery of complex and sensitive negotiations, demonstrate credibility to align cross-functional teams and projects with tactical business priorities. Additional skills include adept public speaking, skillful grant writing, and broadcasting and video production.

- ✓ Business Development & Startup
- ✓ Strategic Planning
- ✓ Outstanding Relationship Building
- ✓ Problem Identifications & Resolutions
- ✓ Financial Control & Profit Improvement
- ✓ Idea Generation & Critical Thinking

## SUMMARY OF PROFESSIONAL HIGHLIGHTS

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### Conservation Ranch Management

- Texas Parks and Wildlife Lone Star Land Steward Award Recipient
- Directed comprehensive conservation-oriented practices for responsible land stewardship by transforming overgrazed, poorly managed ranch into successful award-winning property through positive collaboration with many conservation partners.
- Successfully wrote and generated over \$100,000 in public and private grant funds for ecological restoration projects.

### Tourism/Hospitality

- Excellent customer service ratings over past 10 years in the hospitality industry.
- Effectively implemented changes to struggling Texas Tour on the brink of cancellation to highly rated tour experience.

### Event Planning/Entertainment

- Promote community marketing outreach programs and facilitated first-ever sellout with Norah Jones and venue's first concert filmed that ultimately appeared on PBS Arizona.

## CAREER SUMMARY

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### Ranch Manager

7 Oaks Ranch, Ozona, TX (TPWD Lone Star Land Steward Award Recipient) 2009 - Current

- Manage over 7,500 acres conservation-focused land stewardship program in West Texas.
- Act as liaison between ranch and conservation partners, as well as improve natural habitat through collaboration with biologists and other stakeholders.
- Handle media and marketing inquiries, recruit volunteers and coordinate prescribed fire programs.

**Tour Director** - Group Voyagers Incorporated, Littleton, CO

2008 - Current

**Cruise Manager** – John Hall's Alaska, Anchorage, AK

2012- 2014

- Direct entire tours' itinerary to ensure exemplary satisfaction during eight to twenty-one days over-the-road tours in western and southern United States for groups up to 50 guests in conjunction with hotels adventure companies.

- Perform role of educational tour narrator and coordinate excursions with outside vendors to enhance guest experience such as extraordinary rafting outings, special helicopter junkets, exceptional theatre shows, distinctive group dinners, and notable hiking trips.

## **CAREER SUMMARY - CONTINUED**

### **Cruise Director – Masters of Ceremonies**

Holland America Cruise Line 2007 – 2009

- Directed all operations associated with guests' entertainment on cruises destined for Hawaii, Alaska and Caribbean.
- Hosted and coordinated a variety of guest activities and events on board cruise line to enhance each guest's cruising experience.

### **Artist Talent Manager**

Tried & True Music, Austin, TX 2005 - 2007

- Functioned on behalf of artist to promote career and managed day-to-day personal and business affairs.
- Negotiated contracts and fees, developed relationships and booked events to match artist's career strategy and entertaining style in mind.
- Assisted with publicity and cultivated artist's brand through awareness and exposure to a variety of venues.

### **Director of Programming**

Sedona Cultural Park, Sedona, AZ 2001 - 2004

- Directed logistics for 5,500 capacity event center and collaborated with ticketing, marketing, security and production staff to facilitate an excellent experience for park visitors, guests and entertainment entourage.
- Negotiated win-win price for services with venues; executed signed contracts, and marketed events through advertising channels such as direct print ads, dissemination of event flyers and other promotions items at public outlets and impact in various social media venues.
- Performed role as Executive Director of Sedona EcoFest for three consecutive years at park achieving high service with exceptional results.

## **EDUCATION & CERTIFICATIONS**

### **Texas Certified Burn Manager**

Texas Department of Agriculture, Austin, TX 2019

### **Texas Certified Insurance Adjuster**

Texas Department of Insurance, Austin, TX 2018

### **LEED Certified Green Associate**

United States Green Building Council, Washington DC 2011

### **Certified Tour Director Certification**

International Tour Management Institute, San Francisco, CA 2007

### **Bachelors of Art, Business Management**

The University of Mississippi, Oxford, MS 1990 -1995