

# PHILIP M. WALKER

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## **CAREER PROFILE**

Energetic and creative business professional with 20 years of high impact and successful experience in sales, marketing and management capacity. Multifaceted background in various industries that led to the surpassing of established goals in ranching conservation management, hospitality and tourism. Skilled in effective delivery of complex and sensitive negotiations, demonstrated ability to align cross-functional teams and projects with tactical business priorities. Additional skills include persuasive public speaking, skillful grant writing, broadcasting and video production. Proficient in Spanish conversation and reading.

## **CORE SKILLS and COMPETENCIES**

Strategic Planning | Continuous Improvement | Building Strong Sales Pipelines | Creative Problem Solving | Collaboration | Customer Relations | Budgeting | Communication | Leadership | Marketing

## **PROFESSIONAL EXPERIENCE**

### **Siting Manager, Vanguard Renewables, Weston, MA (2023-2024)**

- Innovated new strategies to build a network of local and state agency professionals and parlayed their customer base into a 300% increase in collaborative partnerships.
- Influenced senior managers to change Dallas region “area of focus”, a multi-million-dollar decision and move into a more robust market that significantly increased long-term revenue and allowed the company to surpass all goals and performance measures.
- Utilized ArcGIS, Google Earth Pro, Parlay and FEMA geographic information systems to collect and analyze data concerning topography, infrastructure, natural resources accessibility to identify and increase the pool of prospective clients.
- Developed and led a marketing campaign that included community outreach, sponsoring, and attending local and regional events and attending outside organizational board meetings with the goal of expanding the company’s client base.
- Managed the relationships between Vanguard and newly identified farmer partners to forge their strong interest in the partnership and to foster “buy-in”.

### **Consultant, DarkSky Texas, Dripping Springs TX (2023)**

- Created, produced and Co-hosted “Dark Sky Conservation” episode on Texas A&M’s Natural Resources Institute “Leopold Live” series filmed at award-winning Bamberger Ranch.
- Instrumental in major changes to the company’s marketing, branding and public relations campaign that included the development of a strong and compelling slogan, vision and mission statement, “elevator pitch” and business plan.
- In order to promote the Texas’ BOLD (Better Outdoor Lighting Decisions) Initiative actively appealed to businesses to the advantages of sustainability and the environment and utilizing better and more natural lighting.

### **Executive Director, Ozona Chamber of Commerce, Ozona, TX (2021-2023)**

- Responsible for all operational and organizational activities, including marketing, sales, budgeting, facilities, strategic planning, public relations, employee management, community event attendance, use of HOT Funds, executing the Program of Work, accounting and meeting with state legislators.

- Established performance measures and maintaining and developing efficient and effective practices and processes that increased revenue generation by 21% and reduced costs by 18% in less than 2 years.
- Responsible for all marketing, public relations and communications to the membership and public, including creating or directing the preparation of all correspondence, referring mail to proper staff for expedient response and responsible for quality control.
- Increased Chamber and community visibility through Texan By Nature certification, “Be A Star” Dark Sky Texas Award, TourTexas.com, new road signage and documentary film associated with the highly successful “Land Stewardship Blowout” event.
- Served as contact between organization and media, maintaining publicity files, photographs, newsletters, biographies, clippings, and other materials needed for articles used in public relations publications.
- Received the 2022 “Friend of Conservation” Award by the Crockett County Soil & Water Conservation District.

### **Conservation Ranch Management, 7 Oaks Ranch, Ozona, TX (2009-2021)**

- Texas Parks and Wildlife “Lone Star Land Steward Award” recipient 2021.
- Invited by former first lady, Laura Bush, to speak at the Bush Library in Dallas, Texas for her “Texan By Nature” organization’s Conservation Summit on the 7 Oaks Ranch’s collaborations resulting in a “Best Practices Success Story”.
- Successfully wrote and generated over \$100,000 in public and private highly competitive grant funds for ecological restoration projects.
- Managed a \$125,00 budget that included expenditures for capital equipment, vehicle upgrades and maintenance, facilities, infrastructure repairs, invasive species management, events, community outreach, wildlife programming, fire controls, and all other daily operations.
- Established unique conservation partnership with Desert Door Sotol Distillery resulting in sustainable harvest of sotol plants, sponsorship of prescribed fire program and first-ever documentary filmed at the 7 Oaks Ranch.
- Developed, created, and executed the social media and marketing strategies for the purpose of promoting the benefits of conservation and the value of preserving the natural resources and heritage of the ranch.
- Directed comprehensive and innovative conservation-oriented operational practices for responsible land stewardship by transforming a 7,500-acre overgrazed, poorly managed ranch into a successful state-wide award-winning property by developing positive collaborations with a wide variety of conservation partners.

### **ADDITIONAL RELEVANT EXPERIENCE**

Tour & Cruise Director, John Hall’s Alaska (2012-2014) & Globus (2008-2020)  
 Cruise Director –Master of Ceremonies, Holland America Cruise, Seattle, WA (2007 – 2008)  
 Artist Talent Manager, Tried & True Music, Austin, TX (2005 – 2007)  
 Programming Director, Sedona Cultural Park, Sedona, AZ (2001-2003)  
 Executive Director, Sedona EcoFest, Sedona, AZ (2000-2003)  
 Resort Sales/Vacation Ownership, Sunterra & All Seasons Resort, Sedona, AZ (1997-2000)

### **EDUCATION/CERTIFICATIONS**

B.B.A. Business Management; University of Mississippi; Oxford, MS; 1995  
 Certified Tour Manager; International Tour Management Institute, San Francisco, CA; 2007

### **SPECIAL INTEREST**

- Established a collaborative sponsorship with Foyt Racing Team at the Indianapolis 500
- Hiking, fishing, bird watching, music, conservation, international travel, scuba diving