

# PHILIP MOON WALKER

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## **CAREER PROFILE**

Energetic and creative business professional with 20 years of high impact and successful experience in tourism, marketing, sales and management capacity. Multifaceted background in various industries that have resulted in the establishment of major organizational partnerships and alliances that have resulted in large increases in client numbers and generated significant revenue. 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. Conversational Spanish.

## **CORE SKILLS and COMPETENCIES**

Community Engagement & Partnership Building | Program Development and Innovation | Public Speaking & Communication | Grant Writing & Fundraising | Team Leadership & Cross Functional Collaboration  
Event Planning | Marketing & Outreach (Digital & In-Person) | Customer Relations | Budgeting

## **PROFESSIONAL EXPERIENCE**

### **Territory Sales Manager, AirMedCare Network; West Plains, MO (2024-2025)**

- Forged a strategic partnership with the Texas and Southwest Cattle Raisers Association, providing discount services to 28,000 members and generating \$452,000 in projected first-year revenue. .
- Created a relationship with the Texas Wildlife Association that resulted in widespread comprehensive endorsements with their 7,000 members.
- Drove membership growth by marketing benefits to civic organizations, businesses, and non-profits through in-person events and digital outreach (Facebook, LinkedIn, trade shows and chambers of Commerce).

### **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.
- Persuaded senior leadership to change Dallas region's strategic focus, a multi-million-dollar decision, and move into a more robust market that significantly increased long-term revenue projections, goals and performance measures.
- Leveraged software tools (ArcGIS, Google Earth Pro, Parlay, FEMA) to analyze topography, infrastructure and natural resources, identifying new client opportunities and supporting data-driven decision making.
- Designed and led community-focused marketing campaigns, including outreach, event sponsorship, and board meeting participation, to grow the client base and strengthen community ties.
- Cultivated strong relationships with farmer partners, fostering trust and long-term collaboration.

### **Consultant, Dark Sky 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.
- Led a comprehensive rebranding initiative that included a new slogan, vision, mission statement and business plan to strengthen organizational identity and outreach.
- Promoted the Texas BOLD (Better Outdoor Lighting Decisions) Initiative, engaging businesses and community leaders in sustainable lighting practices to support en

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

- Oversaw 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.

- Increased revenue by 25% and costs by 21% within two years through process improvements and effective resource management.
- Led all marketing, public relations and communications, serving as the primary media contact and ensuring high-quality outreach to members and the public.
- Enhanced community visibility and engagement by securing Texan By Nature certification, “Be A Star” DarkSky Texas Award, TourTexas.com, new road signage and documentary film of the highly successful “Land Stewardship Blowout” event.
- Built strong relationships with local leaders, state legislators, and partner organizations to advance community interests.
- Honored with 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 present at the Texan By Nature Conservation Summit.
- Secured over \$100,000 in competitive grant 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.
- Forged unique conservation partnership with Desert Door Sotol Distillery resulting in sustainable harvest of sotol plants, program sponsorships and first-ever documentary filmed at the 7 Oaks Ranch.
- Developed and executed marketing and social media strategies to promote conservation and community engagement. .
- 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, WA (2007 – 2008)  
 Programming Director, Sedona Cultural Park, Sedona, AZ (2001-2003)  
 Executive Director, Sedona EcoFest, Sedona, AZ (2000-2003)

#### **EDUCATION/CERTIFICATIONS**

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