

**THOMAS R. MOULTON**  
**Professional Resume**  
[moulton9490@gmail.com](mailto:moulton9490@gmail.com)  
**(520) 940-2755**

**Summary**

Leisure Entertainment, Operations, Communications and Marketing Professional educated and trained in Speech, Communications, Marketing, Park Operations, Marketing and Branding Strategy, Theatre and Broadcasting. Currently the new Executive Director of a non-profit organization which generates awareness and launches marketing and communication programs on the variety of world-class attractions in southern Arizona, California, Texas and New Orleans. Prior to this new position served as the Department Director of Economic Development, Attractions and Tourism for Pima County leading 14 leased property attractions, from zoos, aquariums to entertainment facilities.

**Skills**

- Marketing and Advertising
- General Administration and Financial Management
- Business Development and Operations Organization
- Fiscal and Budget Management
- Product development
- Event Management and Promotions

**Experience**

Southern Arizona Attractions Alliance **June 2017 to Present**  
Executive Director – Chief Operating and Administrative Officer

- Marketing, Communications, Operations, Sales and Administrative Officer of this non-profit organization that was founded 20 years ago to assist members in marketing.

Pima County Government — Tucson, AZ **May 2001 to May 2017**  
Director Economic Development, Tourism, Attractions Management

- Launched, Tucson Regional Economic Organization (TREO), a new economic development company from a concept to an operating company, fully funded and staffed.
- Achieved success in developing a coalition of County Attractions working together to promote tourism development through marketing, public relations and communications.
- Led the roll-out of a marketing cooperative featuring initially 15 top attractions in southern Arizona. Non-profit organization is now 100 members strong.

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Old Tucson Studios and Calico Ghost Town — Tucson, AZ and San Bernardino, CA **Aug 1993 to Oct 2000**  
General Manager of both Parks

- Chief Executive Officer and marketing communications director of two western theme parks generating tourism development for the region.
- Each park achieved attendance and revenue increases while GM.
- Developed and trained new staff members at all parks to increase customer service satisfaction and entertainment value ratings measured through a post-visit survey.

Audubon Institute, New Orleans and Six Flags **1985 to 1993**

- Chief Marketing, Communications and Special Event managing director responsibilities of the Audubon Zoo, Aquarium of the Americas, Six Flags - Houston and Six Flags – St; Louis.

### **Professional Development**

Bachelor of Arts, Speech, Communication, Marketing  
Adrian College — Adrian, MI, USA

- CAO Development in Marketing, Operations, Capital Development - IAAPA Leadership Conferences — Orlando, FL
- Attended over 100 annual educational conference on attractions and theme park management development accredited by International Association of Amusement Parks and Attractions (IAAPA's) and The Association of Zoos and Aquariums (AZA) continuing educational programs.
- Skål USA member/officer attending and participating in over 10 professional conferences and workshops

### **Activities and Honors**

- Southern Arizona Attractions Alliance, Founder and Executive Director
- Southern Arizona Arts and Cultural Alliance, Board Member and Secretary
- Southern Arizona Lodging and Resort Association, Board Member
- Visit Tucson, Marketing Committee Member and Past Board Member for 12 years
- Skål International USA –Board Member as Regional VP
- Skål Tucson-Board Member and Skål USA representative to the Executive Committee