

THOMAS R. MOULTON
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(520) 940-2755

Summary

Leisure Entertainment, Operations and Marketing Professional educated and trained in Speech, Communications, Marketing, Park Operations, Theatre and Broadcasting. Currently the new Executive Director of a non-profit organization which generates awareness and launches marketing 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
Executive Director – Chief Operating and Administrative Officer

June 2017 to Present

- Operations, Sales and Administrative Officer of this non-profit organization that was founded 20 years ago to assist members in marketing.
- Added over 50 new members during the past two years.
- Generating new awareness of the attractions through an Attractions Showcase attended by meeting plans, tour operations and hotel management statewide.

Pima County Government — Tucson, AZ
Director Economic Development, Tourism, Attractions Management

May 2001 to May 2017

- 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.
- 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 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 and Six Flags

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

Professional Development

Bachelor of Arts, Speech, Communication, Marketing **1985 to 1993**
Adrian College — Adrian, MI, USA

- CAO Development in Marketing, Operations, Capital Development - IAAPA Leadership Conferences — Orlando, FL
- Attended over 1100 annual educational conference on attractions and theme park management development accredited by International Association of Amusement Parks and Attractions (IAAPA's), The Association of Zoos and Aquariums (AZA) and Tourism Development continuing educational programs.

Activities and Honors

- Skål International USA – Executive Committee Member as VP Public Relations & Communications
- Southern Arizona Attractions Alliance, Founder and Executive Director
- Southern Arizona Arts and Cultural Alliance, Board Member and Secretary
- Arizona Lodging and Tourism Alliance, Southern Arizona Advisory Board Member
- Skål Tucson-Ex-official Board Member Visit Tucson, Marketing Committee Member and Past Board Member for 12 years