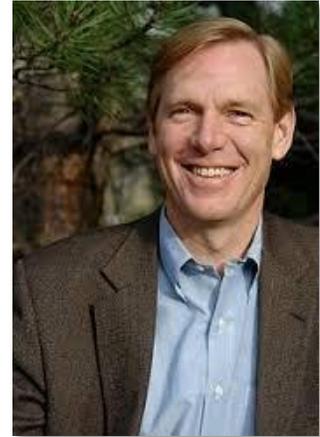


Will Shafroth

PRESIDENT & CEO

Will Shafroth joined the National Park Foundation as president and CEO in July of 2015. In this role, he oversees the Foundation's work, including its operations, philanthropic support through individual and foundation giving, corporate partnerships, and its promotion of the National Park Service Centennial celebration. Shafroth leads the Foundation's efforts toward the success of its mission to enrich America's national parks and programs by providing a measure of excellence made possible through private support.

The entirety of Shafroth's career stems from a deeply personal commitment to preserving America's public and private lands. He has more than three decades of experience working to advance conservation and outdoor recreation.



In September 2013, Shafroth launched Red Sheep Consulting to support strategic philanthropy, aiding nonprofit leaders in achieving their goals, and assisting conservation groups in navigating the complexities of Washington, D.C. Clients included the National Fish and Wildlife Foundation, America's Conservation PAC, Gates Family Foundation, and the Chesapeake Conservancy, among many others.

Prior to establishing Red Sheep Consulting, Shafroth served as Counselor to the Secretary of the Interior, Ken Salazar. In that role, he was responsible for developing and executing a 21st-century conservation and recreation agenda for America's land, water, and wildlife. His leadership on the President's America's Great Outdoors initiative focused significantly on reconnecting people to the outdoors.

Shafroth also served as principal deputy assistant secretary for Fish and Wildlife and Parks at the Department of the Interior. In that role, Shafroth worked closely with the National Park Service on a broad range of budget, policy, and program initiatives, represented Secretary Salazar on the board of the National Park Foundation, and served as acting commissioner of the National Parks of New York Harbor.

Prior to his work at Interior, Shafroth served as executive director of the Great Outdoors Colorado Trust Fund and the Colorado Conservation Trust and chairman of the Land Trust Alliance and Resources Legacy Fund.

Shafroth received a Master of Public Administration degree from Harvard University's John F. Kennedy School of Government in 1991 and a Bachelor of Arts degree in Political Science and Environmental Studies from the University of California at Santa Barbara in 1980.

A fourth generation Coloradan, Shafroth enjoys biking, hiking, fishing and canoeing, and plays competitive tennis and platform tennis. He is married and has three children.