



Mark A. Waltrip: Board Member | Advisor | C-Level Exec

Mark Waltrip is a former C-level operating executive and seasoned advisor with deep experience scaling complex hospitality, real estate, and consumer businesses with experience leading more 8,000+ team members and over \$3 billion in acquisition and development projects. He previously served as Chief Operating Officer of Central Florida Investments, Inc. and Westgate Resorts, helping lead a vertically integrated, billion-dollar hospitality and real estate enterprise grow into a national portfolio of destination resorts, restaurants, retail, entertainment, and experiential venues across the country.

Mark previously served in the commercial space launch industry as the launch systems engineer for the Atlas satellite launch program. He also completed 20 years of service in the United States Air Force and Air Force Reserves, where he led a highly decorated unit focused on business reengineering of government agencies.

Mark holds Bachelor's and Master's degrees in Aerospace Engineering from the University of Colorado, completing both degree programs simultaneously and graduating at the top of his class. He was awarded a full academic scholarship and selected to multiple national honor societies.

In addition to his operating and advisory work, Mark is a published author, patented inventor, and sought-after speaker on leadership, culture, and organizational growth. His books include *Recipes for Success: A Cookbook with a Recipe for Life* and *Building a Culture of Success*, which focuses on the leadership disciplines required to scale entrepreneurial organizations. His latest book, *You Already Have a Culture* is based on the lessons learned implementing Mark is an accomplished musician who wrote and published the song *A Hero's Walk*, recorded by Grammy Award-winning artist Lee Greenwood.

Mark currently advises founders, boards, and executive teams on strategy, growth, culture, and operational alignment. He is known for combining disciplined financial thinking with creative problem solving, and for helping organizations move from founder-led intuition to scalable, values-driven execution.