



# RONNIE PHILIPS

**EXECUTIVE LEADER | BUSINESS DEVELOPMENT |  
STRATEGIC PARTNERSHIPS | MEDIA & CONTENT STRATEGY**

I've had the opportunity to work across business development, media, marketing, entrepreneurship, content creation, and leadership. While the industries have varied, the mission has remained the same, building relationships, creating opportunities, and helping organizations grow.

## CONTACT

### Phone

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### Email

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### Address

Kansas City Metropolitan Area

## EXPERTISE

- Business Development
- Strategic Partnerships
- Revenue Growth
- Brand & Content Strategy
- Sponsorship Development
- Leadership & Team Development
- Media & Communications
- Public Speaking

## PROFESSIONAL JOURNEY

- Building and scaling a nationally recognized television and digital media brand
- Developing strategic partnerships with leading national brands
- Leading business development initiatives
- Producing content across television, streaming, podcasting, radio, and digital platforms

## WORK EXPERIENCE

### Owner | Executive Producer | Co-Host

Heartland Waterfowl | July 2011 – Present

Heartland Waterfowl is a nationally recognized outdoor television and digital media brand distributed across television, streaming, podcast, and social media platforms throughout North America.

- Built and scaled a nationally recognized media brand
- Developed long-term strategic partnerships with national brands
- Created multiple recurring sponsorship and media revenue streams
- Lead content strategy, production, business development, and marketing initiatives
- Oversee relationships with sponsors, production partners, and industry stakeholders

### Director of Business Development

Commercial Cleaning Concepts April 2014 – March 2021

- Developed strategic growth initiatives
- Established long-term customer relationships
- Expanded business into new markets
- Negotiated contracts and managed key accounts
- Supported sustainable revenue growth through relationship-driven sales

## EDUCATION

### Associate Degree - Radio & Television Broadcasting

Colby Community College | Graduated 1996

- Deans List
- Scholarship Athlete - Cross Country & Track
- Runner-up NACB On-Air Personality of the Year