



KIMBERLY MOOREHEAD

CERTIFIED TOUR DIRECTOR

CONTACT

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CERTIFICATIONS

Tour Director Certification - **TripSchool**
2025

GUIDE LICENCES

Washington, DC

PERSONAL INTERESTS

- Foodie- Exploring new restaurants and cooking new recipes
- Music - Discovering new artists in DC's great live music scene
- Hiking - Both near and far

DESTINATION FAMILIARITY

Northeast/Mid-Atlantic: Washington, DC, Charlottesville, Williamsburg, Philadelphia, New York City

South: Nashville, Memphis, New Orleans

West/Southwest: San Francisco, US National Parks

EXECUTIVE TRANSITIONING TO TOUR DIRECTOR

Leader in marketing, customer experience, and team management, pivoting to follow my lifelong passion for travel and exploration. I bring a proven record in delivering exceptional client service, managing complex operations, and leading diverse teams. Having traveled extensively, I combine cultural knowledge with a customer-first mindset to create seamless, engaging, and memorable journeys.

RELEVANT SKILLS & QUALIFICATIONS

- **Customer-Centric:** Designed and delivered superior multi-channel customer experiences by analyzing consumer needs and creating tailored solutions.
- **Collaborative Leadership:** 10+ years leading and mentoring teams; recognized for having a transparent, accountable, and enthusiastic leadership style that builds trust and fosters collaboration.
- **Communication & Presentation:** Over a decade presenting strategic initiatives to boards, executives, and cross-functional teams; skilled at engaging diverse audiences through clear, dynamic presentations.
- **Problem-Solver:** Proven ability to make independent, resourceful decisions in fast-paced environments while maintaining professionalism and client confidence.
- **Organizational Expertise:** Led annual business planning processes, including initiative prioritization, budgeting, and reporting; proficient in handling complex logistics and administrative tasks.
- **Global Travel Knowledge & Cultural Fluency:** Travel to 55+ countries and 49 states; experienced in cultural immersion, itinerary planning, and sharing meaningful experiences that connect people to places.

RECENT EXPERIENCE

Executive Director, Strategy & Digital

Wells Fargo | Washington, DC | 3 years

Senior Vice President, Strategy, Innovation & Research

AARP, Inc. | Washington, DC | 9 years

Previous Board Member

Friends of the Old Soldiers Home | Washington, DC | 2 years

ACADEMIC BACKGROUND

BS University of Virginia

Charlottesville, VA

MBA University of Michigan

Ann Arbor, MI