
Redwood Parks Conservancy Welcomes Sal Munoz Moreno as New Executive Director

February 15, 2024

CRESCENT CITY, Calif.— Redwood Parks Conservancy (RPC), an official cooperating association and nonprofit partner of Redwood National and State Parks, is pleased to announce Salome Munoz Moreno as its new Executive Director. After a rigorous search and thorough vetting of over 50 applicants in partnership with Potrero Group, a national strategy and search firm, Mr. Munoz was selected and approved by the Board of Directors and began his new role on January 1, 2024.

RPC Chairman, Matthew Marshall, says, “After a robust Executive Director search process, the RPC Board of Directors are very excited to have Sal Munoz stepping into the permanent role of Executive Director, and we are looking forward to working with Sal as he leads the organization forward.” Mr. Munoz comes to RPC from a decades’ long career in environmental conservation, education, and community development. His passion for redwood forests began early on as a youth working with the California Conservation Corps in northern California. As a Corps leader and educator, he served as Deputy Director of Operations for the San Jose Conservation Corps and Charter Schools coordinating projects with California natural resource agencies, the city of San Jose Parks and Santa Clara County to protect and manage their natural resources while providing disadvantaged youth a quality high school education while learning valuable skills. Mr. Munoz’s diverse multi-cultural and bilingual background led him to serve as Executive Director for the National Council Mexican Conservation Corps where he pursued a continued commitment to conservation and community organizing in southern Mexico’s Yucatan Peninsula. While there, he not only directed restoration and conservation projects hiring disadvantaged youth but initiated business development opportunities for women in rural areas to help them achieve economic security.

Mr. Munoz made Crescent City and the northern California redwoods his home when he joined Redwood Parks Conservancy in 2022 to serve as its Development Director. As a prodigious fundraiser and grant writer, he has secured over two million dollars for numerous conservation projects and education programs that support the mission of Redwood National and State Parks and nearby public lands. In 2023, he accepted the challenging role as RPC’s Acting and Interim Director managing a large dedicated team of seasonal and permanent staff as well as volunteers, overseeing seven visitor centers and retail stores, and maintaining the organization’s financial health. In doing so, he has strengthened the relationships with Redwood National and State Park, Redwood National Park, California State Parks, the U.S. Forest Service and developed new community partnerships and stronger ties with local and tribal communities.

On his new role, Mr. Munoz says, “I feel honored to be in an organization that does so much good. I am committed to being the face, voice, and heart of Redwood Parks Conservancy, working tirelessly to ensure that RPC continues to make a lasting impact in preserving the iconic parks of northern California. I am excited by the opportunity to continue to lead and support our team to enhance the visitor experience in the parks and foster stewardship and organizational growth.”

Redwood Parks Conservancy supports events and programs, coordinates volunteers, raises funds, and helps to welcome over one million visitors annually to Redwood National and State Parks. Learn more at redwoodparksconservancy.org. RPC’s Mission: Redwood Parks Conservancy fosters understanding, enjoyment, and stewardship of northern California’s coastal public lands by providing support to the agencies—the National Park Service, California State Parks, and U.S. Forest Service—entrusted with their care.