

FOR IMMEDIATE RELEASE

Outdoors Tomorrow Foundation Appoints Keith G. Tidball, Ph.D., as Executive Director

Dallas, Texas — The Outdoors Tomorrow Foundation (OTF) has named Keith G. Tidball, Ph.D., as its new Executive Director, effective immediately.

Dr. Tidball brings more than 20 years of leadership in conservation, outdoor recreation, education, and public service. He is widely recognized for advancing science-based conservation, growing hunter and angler participation, and showcasing the community and therapeutic value of time spent outdoors.

Most recently, Tidball served on the faculty of the Department of Natural Resources and the Environment in the College of Agriculture and Life Sciences at Cornell University, where he led research and outreach focused on conservation social science, community-based natural resources management, outdoor recreation education, veterans' engagement, and disaster response. He also simultaneously served in an administrative role as Assistant Director with Cornell Cooperative Extension. His work has informed policy and partnerships internationally and across federal agencies, universities, conservation groups, and sporting organizations.

“Keith brings an exceptional combination of scientific credibility and practical leadership,” said W. Laird Hamberlin, CEO of Safari Club International. “As a veteran and SCI Life Member, he understands our mission at a personal level. His experience and vision will help us introduce new audiences to hunting, fishing, and conservation while strengthening the future of outdoor recreation.”

Tidball has advised the U.S. Departments of the Interior and Agriculture through the Hunting and Wildlife Conservation Council; held leadership roles with conservation and veterans' organizations; and authored or co-authored more than 100 publications on conservation, resilience, and outdoor engagement.

“As Executive Director, I'm honored to advance OTF's mission while contributing to SCI's Recruitment, Retention, and Reactivation (R3) and conservation efforts,” Tidball said. “OTF sits at the intersection of conservation, education, outdoor recreation, and community. By expanding access, strengthening partnerships, and staying grounded in science and tradition, we can ensure the outdoors remains relevant and welcoming for generations to come.”

In his new role, Tidball will guide OTF's strategic direction, partnerships, and program growth, with a focus on expanding outdoor education, supporting conservation outcomes, and connecting youth and families to the outdoors. He will also lead OTF's donor and

fundraising strategy, which will strengthen donor engagement, cultivate new philanthropic partnerships, and secure the resources necessary to expand the Foundation's mission and long-term impact.