

MONTY MOHON

Brand, Culture & Organizational Performance Executive

EXECUTIVE SUMMARY

Twenty-plus years leading brand strategy, culture transformation, experience initiatives and organizational performance at the intersection of enterprise reputation, human experience, and business results. Known for building clarity in complex organizations—turning ambiguous challenges into focused strategies that move people and performance. Equally effective as a strategic partner to CEOs and boards as on the floor with frontline teams. Particular strength in: translating vision into aligned action; building cultures that perform; and developing focused leaders.

PROFESSIONAL EXPERIENCE

InFrame | Fort Worth, Texas
Founder / Principal Advisor | Current

Founded an advisory practice built around a proprietary teamwork and leadership alignment methodology. Designed to activate clarity and courage in leadership teams navigating change, growth, or performance plateaus. Clients span hospitality, healthcare, entertainment, and sports.

- Developed and commercialized a proprietary framework for focused, aligned leadership and team execution.
- Deployed across multiple industries with measurable gains in team cohesion and directional clarity.

Escalante Golf | Fort Worth, Texas
Chief Brand Officer | 2022–2025

Served as the senior brand, culture, and experience executive for a multi-state golf and hospitality company operating across fifteen states. Worked in a coaching model directly with twenty-five high-performing general managers.

- Designed and launched *The ART of Remarkable Hospitality*—an enterprise-wide member experience and culture alignment platform.
Delivered keynote addresses three consecutive years at the company's annual leadership and sales convention, covering leadership, culture, and customer experience.
- Built a consistent brand voice and experience standard across a geographically dispersed, GM-led operating model.

UNT Health Science Center | Fort Worth, Texas

Senior Vice President, Innovation and Brand / Chief Brand Officer | 2014–2020

Senior executive responsible for brand, communications, media relations, marketing, digital strategy, and creative for a major academic health science center. Led a team of 24.

- Co-led the public communications launch of the TCU and UNTHSC School of Medicine—a landmark public-private partnership; coordinated directly with TCU's communications leadership to unify two distinct institutional voices into a single, coherent launch narrative across higher education, healthcare, and policy media.
- Designed and launched *Valubility*, an enterprise value recognition and culture alignment program for staff, students, and faculty; chaired the program for three years.
- Led system-wide brand audit for the UNT System, delivering brand and culture roadmaps to the chancellor and campus presidents.
- Co-authored and managed executive communications and town halls for the President's office.
- Facilitated annual strategic planning focusing sessions for senior leadership.

Hill Country Memorial Hospital | Fredericksburg, Texas

Chief Brand Officer | 2009–2013

Senior brand and culture executive at a Malcolm Baldrige National Quality Award-winning community hospital. Responsible for brand strategy, patient experience, enterprise culture (shared), and communications.

- Designed, built, and implemented *Remarkable Health Care*—the enterprise brand strategy, culture transformation platform, and patient experience system.
- Pioneered a first-of-its-kind patient rating and review platform in partnership with an international technology firm; yielded a 4.8/5 average rating across the enterprise.
- Hired and directed a national PR firm to build the hospital's national credibility and visibility.
- Co-led employee forums with the CEO; managed all enterprise and executive communications.
- Facilitated annual strategic planning focusing sessions for the executive leadership team.

Morgan_Mohon, LLC | Fredericksburg, Texas

Co-Founder | 2002–2010

Co-founded a brand strategy and design consultancy serving clients across retail, hospitality, technology, luxury, finance, healthcare, banking, and automotive sectors.

- Produced work for OfficeMax, Walmart, AMD, Sybase, Freescale, and regional hospitality, retail, healthcare and banking organizations.
- Achieved profitability within two years; exceeded revenue targets five of seven years.

Earlier Career

Lead Designer, Cofinit (financial planning start-up) | Lead Designer, 3M | Art Director / Writer / Publisher

EDUCATION

Executive MBA — McCombs School of Business, University of Texas at Austin
BA, Journalism & Professional Writing — Baylor University

BOARD SERVICE

Downtown Fort Worth Inc. | Cultural District Alliance | Rivertree Academy | Tarrant County Transportation Alliance

AREAS OF EXPERTISE

Brand Strategy & Differentiation | Enterprise Culture & Alignment | Leadership Development & Coaching | Customer & Member Experience | Strategic Planning Facilitation | Executive & Stakeholder Communications | Organizational Transformation | Thought Leadership & Executive Visibility | Innovation & Product Launch | Multi-Channel Content & Narrative Strategy