Erin Franz has been leading nonprofit conservation efforts for over 15 years. As an experienced nonprofit strategic advisor, community builder and conservationist, Erin has a proven track record of building successful high-profile organizations, developing innovative programs with measurable results, and raising funds to support initiatives that benefit communities.

Erin joined Texas Recreation and Park Society as Executive Director in March 2022 to lead the organization’s efforts to advance the quality of life industry in Texas through Connections, Advocacy, Resources and Education (Care).

Erin’s professional background includes serving as the founding Executive Director of Texan by Nature, former First Lady Laura Bush’s conservation nonprofit. During her tenure, Erin initiated and implemented a full-scale re-branding, developed strategic conservation programs, generated sustainable revenue streams and marshaled new key relationships. In addition to her work with Texan by Nature, Erin has served as the Executive Director of the Colorado River Alliance in Austin and led Texas Parks and Wildlife Foundation’s *We Will Not Be Tamed* public awareness and engagement campaign. She is also the founder and principal of O’Neil Franz Consulting, where she guides nonprofits through strategy, branding and philanthropic program development to create lasting social impact.

Erin has a Bachelor of Arts degree from the University of North Texas and a Master of Liberal Arts degree from Southern Methodist University. She resides in Austin with her husband Jason, their two sons Weston and Connor, and their dog Baxter. When out of the office Erin can often be found hiking a trail, on a local tennis court or cheering on her boys at their various sporting events.