

ALI WALTON

Ali Walton is the Director of Marketing at Walton's, where she leads strategy and execution for campaigns that honor the company's legacy while driving modern growth.

Ali grew up working in the family business, learning the ins and outs of Walton's from a young age. Her path then took her to Nashville, where she spent six years at Sony Music, ultimately leading digital marketing campaigns for globally recognized artists. That experience gave her a deep understanding of creative strategy, audience growth, and the power of storytelling in brand building.

Drawn back home, Ali returned to Walton's to help shape its next chapter. Alongside her marketing expertise, she shares her family's passion for the outdoors- especially upland bird hunting. From walking Kansas field with bird dogs to sharing the wild game meals with loved ones, she brings a genuine connection to the hunting lifestyle that Walton's proudly serves.