

Eric Snow

Biographical Information

Eric Snow is the National Director of WATCH D.O.G.S. (Dads of Great Students), a safe school initiative of the National Center for Fathering.

With extensive experience in operations management, sales, customer service, training, marketing and public relations, Eric comes to the National Center with skills perfectly suited to lead a dynamic team and to help manage and facilitate the phenomenal growth WATCH D.O.G.S. continues to enjoy.

In 1998, Eric played a key role in the very first WATCH D.O.G.S. program at George Elementary School in Springdale, Arkansas. He and his friend, WATCH D.O.G.S. founder Jim Moore, helped develop the program to encourage fathers and father figures to be more involved in the educational process at their kids' school. With the goals of increasing school safety and providing positive male role models, the first WATCH D.O.G.S. program was created. Eric was instrumental in helping Jim Moore realize his vision for WATCH D.O.G.S., and is credited with giving the program its name. Eric also served on the Board of Directors for WATCH D.O.G.S for more than 5 years.

Eric's career includes several successful ventures: President and owner of New South Directory Company, Inc., a licensed realtor and owner of New South L.L.C., Vice President of Operations for "Names and Numbers," and Operations Manager for the Web Division of Phillips Litho Co., Inc.

Eric attended the University of Arkansas at Fayetteville where he majored in Political Science. Eric and his wife Valerie have been married 25 years and have two children.

