

Ursula B. Palmer



Ursula B. Palmer serves as the Warrior and Survivor Care Program Manager at the United States Department of the Air Force, a role she has held since 2023, overseeing Casualty and Mortuary policy. Additionally, she led Wounded Warrior policy for two and a half years. As an enterprise leader, she develops and implements programs across an organization's portfolio and provides resourceful solutions to complex organizational challenges. Since 2012, she has dedicated her career to veteran, military family, and survivor support causes, earning recognition as a leader in the field.



Her prior roles include Executive Director of Military & Veteran Programs at Cybercrime Support Network; Administrative Support Specialist for the Congressional and Intergovernmental Affairs Office at the Department of Energy; HillVets Fellow at the U.S. House of Representatives; Program Manager for Links to Freedom, a nonprofit using golf as a rehabilitation tool for Wounded Warriors, disabled veterans, and Gold Star Families; and Director of Marketing for Auction Brokers, a real estate auction company.

Ursula is also the Founder of Soulalma, a speaking and facilitation platform focused on resilience, leadership, service, and post-traumatic growth. Through Soulalma, she delivers keynote talks and facilitated experiences for leaders, teams, and mission-driven audiences navigating change, responsibility, adversity, and rebuilding after difficult seasons.

Ursula possesses a strong academic foundation, earning a BA in Corporate Communications and a graduate degree in Communication Law in the same year. Demonstrating past leadership and dedication to education, she was elected to the Council of the School of Communications by her school's top leadership soon after graduation. She later completed a second Master's degree in Intercultural Communication. While working at Auction Brokers, she trained as a Real Estate Auctioneer and was inducted into the President's Club for high sales earnings. Further enhancing her professional qualifications, she later obtained her PMP certification.

Ursula is a Gold Star Spouse. Her late husband died on March 14, 2008, from wounds incurred in action while serving in Afghanistan. Ursula's dedication and resilience, forged through her years of service to the military and veteran community, have established her as a strong leader, and she was selected to share [her story nationally during the National Memorial Day Concert.](#)

