

Ursula B. Palmer



Ursula B. Palmer is the Founder and President of Soulalma, a speaking and facilitation platform shaped by her experience as a military survivor and nearly 15 years of service to the military, veteran, and survivor communities. Through Soulalma, she delivers keynote talks and facilitated experiences focused on resilience, leadership, service, post-traumatic growth, and rebuilding after difficult seasons.



Professionally, Ursula serves as the Warrior and Survivor Care Program Manager at the United States Department of the Air Force, where she oversees Casualty and Mortuary policy. Since assuming the role in 2023, her portfolio has also included two and a half years leading Wounded Warrior policy. Her work has centered on complex policy and program issues affecting service members, survivors, and military families.

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; and Director of Marketing for Auction Brokers, a real estate auction company.

She currently serves on the Board of Directors of Links to Freedom, returning to the organization where she previously served as Program Manager. Links to Freedom uses adaptive golf instruction and recreation-based rehabilitation to support wounded, ill, and injured service members and veterans, together with eligible family members and caregivers, surviving spouses, and Gold Star families.

Ursula earned a BA in Corporate Communications and a graduate degree in Communication Law in the same year. She later earned a Master's degree in Intercultural Communication and obtained her Project Management Professional (PMP) certification. Earlier in her career, she trained as a Real Estate Auctioneer and was inducted into the President's Club in recognition of her achievements as a real estate investor.

Ursula is a Gold Star Spouse. Her late husband died on March 14, 2008, from wounds sustained in action while serving in Afghanistan. Her personal experience as a surviving military spouse has shaped the perspective she brings to conversations about resilience, responsibility, grief, purpose, and rebuilding. She was selected to share her story nationally during the [National Memorial Day Concert](#).

