



# PRESS RELEASE

WM PHOENIX OPEN | FEB 3 – 9, 2025

**Release Date:**

September 10, 2024

**Media Contact:**

Ryan Woodcock

Woody@wmphoenixopen.com, (480) 766-1221

**2025 WM PHOENIX OPEN TO BE LED BY TOURNAMENT CHAIRMAN MATT MOONEY,  
ASSISTANT TOURNAMENT CHAIRMAN JASON EISENBERG AS “THE PEOPLE’S OPEN” ENTERS ITS 90<sup>TH</sup> YEAR**

**SCOTTSDALE, Ariz.** – The Thunderbirds, hosts of the WM Phoenix Open, have named Matt Mooney the Tournament Chairman for the 2025 edition of “The People’s Open”, which is set to tee it up Feb. 3-9 at TPC Scottsdale. Additionally, The Thunderbirds announced that Jason Eisenberg has been named Assistant Tournament Chairman for the 2025 event, which will be the 90<sup>th</sup> edition of the WM Phoenix Open. Mooney and Eisenberg took over planning duties immediately following Nick Taylor’s playoff win over Charley Hoffman at the 2024 WM Phoenix Open.

Mooney assumes the role of Tournament Chairman after serving last year as Assistant Tournament Chairman alongside George Thimsen. He is guiding The Thunderbirds organization in the planning and execution of all facets of the 2025 event, including sponsorship generation and renewals, security and safety, community relations, logistics, development of on-course venues, and overall fan experience enhancement.

"I am honored to have the opportunity to serve as the 2025 WM Phoenix Open Tournament Chairman. My fellow Thunderbirds and I have been hard at work for many months planning the next iteration of this great event," Mooney said. "While we are always proud of the many years of success of the tournament, our driving force continues to be our mission of charitable giving and seeing the impact it has on our community. We can't say thank you enough to our great partner and title sponsor WM who we are working closely with as we prepare for the 90th playing of the WM Phoenix Open. It is the collective support of all of our sponsors, the players, fans, and volunteers who truly make this a one-of-a-kind event so special in our community."

Mooney is the Chief Operating Officer of Parkway, a privately-owned, full service real estate investment firm with more than 20 million SF in assets under management across the United States. He graduated summa cum laude from Mississippi State University, where he received both his Bachelor's and Master's degrees in Business Administration, and was as a member of the Men's Golf Team. He and his wife Anna have three children, Connor (age 14), Kathryn (age 13), and Cullen (age 9), and currently reside in Phoenix. He has been a member of The Thunderbirds since 2016.

As Assistant Tournament Chairman, Eisenberg will work alongside Mooney in all tournament related operations while preparing to assume the Tournament Chairman role for the 2026 WM Phoenix Open.

Eisenberg is President of the Eisenberg Company, a privately held commercial real estate company which specializes in the development and management of Retail and Industrial properties across the western United States. The native Phoenician went to Arcadia High School and graduated from Tulane University in 2004 with a degree in Legal Studies in Business. He and his wife Natalie have three children, Sadie (age 14), Owen (age 12), and Emme (age 9), and currently reside in Phoenix. Eisenberg has been a member of The Thunderbirds since 2017.

One of the five oldest events on the PGA TOUR, the WM Phoenix has a unique leadership structure, whereas the tournament has a new different Tournament Chairman each and every year.

The 2025 WM Phoenix Open will take place Feb. 3-9 at TPC Scottsdale. "The People's Open" has been named the Tournament of the Year by the PGA TOUR five times to acknowledge the tournament's legendary status as one the most unique events in golf. Nick Taylor won in dramatic fashion last year against Charley Hoffman in a two-hole playoff, capping off his fourth career PGA TOUR victory and marking the sixth time in the last nine years the WM Phoenix Open has gone to a playoff. The 2025 edition will mark the 90th playing of the event and the 16th with WM as title sponsor. For more information, visit [www.WMPhoenixOpen.com](http://www.WMPhoenixOpen.com).

The Thunderbirds were founded in 1937 with the mission of promoting the Valley of the Sun through sports. The Thunderbirds consist of 55 "active" members and more than 280 "life" members who have helped the tournament eclipse \$208 million in charitable giving since its inception in 1932, with the 2024 WM Phoenix Open raising a single-tournament record \$17.5 million for charity.

