

## Meet Philip Freeman: The Outdoor Enthusiast Behind **Murphy's Naturals**

Philip's journey from Virginia farm boy to founder is as natural as the products he creates. Growing up in the Blue Ridge Mountains, he loved life exploring the great outdoors. After earning his B.A. in Communications from Virginia Tech, Philip dove into an 8-year stint as a Deep Sea Diving Officer in the US Navy.

Post-military life saw Philip dove into the world of international packaging sales at xpedx for 23 years. But even as he succeeded in corporate life, the call of the wild never faded. His frequent hikes with his four-legged buddy, Murphy, were only marred by one tiny nemesis: mosquitoes. So much so, that his wife Pam, a mosquito-magnet, swore off the outdoors since she already swore off chemical repellents.

Frustrated by the lack of effective, chemical-free repellents, Philip decided to take matters into his own hands. In true to his "solve the problem" fashion, he started concocting natural alternatives to try at home. After a lot of tinkering, and more than a few mosquito bites, **Murphy's Naturals** was born in his North Raleigh garage in 2013. Murphy's Naturals products can be found on the shelves of most major retailers nationwide.

What started as a garage experiment to solve a problem at home, quickly grew into a nationally distributed brand seen on the best known national retail shelves. But for Philip, success isn't just about sales. Murphy's Naturals became a Certified-B Corporation in 2017, committing 2% of revenues to eco-friendly causes and joining 1% For The Planet.

Not content with just one entrepreneurial adventure, Philip decided to solve a problem many entrepreneurs, like himself, face - access to flexible warehouse space without the burden of leases and personal financial guarantees. He launched **The Loading Dock** in 2016 - a collaborative coworking and cowarehousing space designed to give other startups a leg up by lowering the hurdles to entrepreneurialism. Today The Loading Dock has three Triangle locations with over 450 small businesses calling "The Dock" home.

Philip joined the U.S. Chamber of Commerce Small Business Council in 2024.

