

Profile

Award-Winning Location Based Entertainment Creative Producer with global project experience focused on creating world-class guest experiences and attractions.

- 15 years international LBE career experience with projects of all types, in diverse roles – Production, Creative, Management, and Technical – in all phases - from sales through opening - and for all major developers, owner, and operators.
- Successfully led creative development on dozens of projects based on blockbuster IPs and evergreen brands in concert with stakeholder and partner requirements and expectation including dark rides, roller coasters, themed retail, theater shows, water parks, and eco parks.
- Proven management capability including team leadership, project scheduling, cost estimating, budgeting, contract development, and oversight on projects representing over \$1 billion in planned capital investment.
- Demonstrated ability to improve quality of projects by resolving conflicts and optimizing designs by anticipating partner needs related to educational content, technology, facility impacts, operations, retail, and F&B resulting in improved visitor experience and partner satisfaction.
- Deep understanding of industry trends and guest experience expectations with the ability to direct a team's efforts to areas of impact to improve guest and brand partner satisfaction.
- Well versed in production aspects of immersive experiences including qualifying vendors, bidding and procurement, managing vendor process and requirements, acceptance testing, field supervision, technology integration, programming, and training & handover
- Extensive experience stewarding design and execution of all types of technology systems through all phases: Lighting, Audio, Video & Show Control, Projection, Special Effects, Water Effects, Flame Effects, Animatronics, Animated Props, and Show Action Equipment.

Select Developed Projects

Perplexiplex, Meow Wolf Denver – Denver Colorado

2021

Thespace - Creative Producer

- Managed design process of 450-person venue for live performance, art installation, and conference uses to satisfy client-internal stakeholders.
- Defined show and technology pipelines to allow team to efficiently develop designs on parallel paths minimizing integration conflict and required rework.
- Established format and cadence of, and led, regular production meetings between design team and client for reviews and approvals resulting in on-schedule final package delivery with full approval.

Universal Studios Beijing – Beijing, China

2021

The Producers Group - Creative Producer

- Utilized blockbuster animated IP to develop unique attraction concepts and shepherd them through multiple rounds of client presentation, review, and approval.
- Generated cost estimates for multiple attractions and shows to be utilized for decision making by internal stakeholders as an external qualified resource.

Chimelong Marine Science Park – Zhuhai, China

announced

The Bezark Company - Design Director, Technical

- Aligned creative intent goals with production team capabilities for four major animatronic shows and ten themed zones by interpreting and adjusting design specifications to meet owner expectations.

- Represented owner's interests during creative and technology review and work sessions with client and vendors across multiple project locations, including vendor visits for review and approvals of fabricated elements.
- Ensured audio and video system specifications could support creative expectation by creating detailed media specification documentation to ensure remotely produced content presents as intended.

Pacific Rim: Shatter dome Strike – Trans Studio Cibubur, Indonesia 2019
Legacy Entertainment via The Producers Group – Creative Producer

- Utilized iconic IP element merged with cutting-edge projection design and attraction configuration to create new story-telling potential resulting in a deeper brand connection for the guest.
- Refined concept with creative stakeholders into resolvable ride, technical and facility configuration within physical parameters of facility and ride system capability.

Cobra's Curse – Busch Gardens Tampa, USA 2016
Sea World Parks & Ent. via The Producers Group - Show Producer & Sr. Technical Director

- Reorganized project workflow structure resulting in a cohesive design package resulting in a better creative result by increasing efficiency of execution and reducing unresolved show integrations.
- Managed key stakeholders and project interests including owner, project architect, media production vendor, and engineers of record beginning in Schematic Design phase through post-opening support.
- Maintained cost estimate, value-engineering decisions, micro & macro schedules, identified key project risks and mitigation methods, and owner reviews and approvals process.
- Developed RFP packages, evaluated proposals, assisted bid selection, and ran vendor kick-off meetings.
- Created strategy for integration of show technology including lighting, audio, and video into thematically appropriate show set resulting in better show quality and maintainability.

motiongate – Dubai, UAE 2014
Riva Creative USA - Creative Director

- Created storylines, scripts, and led design efforts for Smurfs' Village and Studio Central, including rides, shows & attractions as well as retail locations and overall zones. Developed content for Sony and the Thea Award winning Dreamworks zones.
- Regularly presented creative development to brand holder and other key stakeholders for approvals.
- Generated layouts, visualizations, and art direction for unique branded experiences. Led art, graphics, show set, architecture, and landscape teams to unify land designs with expectations of brand.

The Making of Harry Potter – WB Studio Tour, London, UK 2013
Thinkwell Group - Media Content Creator

- Utilized key brand asset to develop interactive experience content including client reviews and approvals, test and adjust, and final content output and packaging.

Crane Dance, Lake of Dreams, Hall of Treasures - Resorts World Singapore 2010
Entertainment Design Corporation via It's Alive Co. - Technical Director

- Show Motion animator for world's largest animatronics, the Thea Award winning Crane Dance, per creative intent, synchronized with music, lighting, water effects, and pyrotechnics.
- Invented programming method utilizing advanced digital visualization tools and multi-step workflow to ensure motion profile would not damage difficult to replace show hardware.
- Managed multi-national and multi-discipline vendors during construction and programming phases.

Beyond All Boundaries - The National WW2 Museum 2009
The Hettema Group via It's Alive Co. - Technical Coordinator

- Thea Award winning multi-sensory theater show featuring A-list celebrities, layered media, and show action equipment, and special effects.
- Developed ray-traced methodology to visualize interface and occlusion between practical scenic effects and projection systems to support integration of key element within show to reducing risk of rework.