



Western North America Candidate

## **Bret Wilkes**

Regional Vice President Technical Services  
Legoland  
Primary Location: United States  
*Running for 1st term*



### **ABOUT THE APPLICANT:**

I am an engaged Themed Entertainment Association participant who loves what this organization is doing for the industry. I have been in the industry for over 20 years. I started my career in the themed environment as an architect designing for SeaWorld San Diego. I transitioned from my architecture career to the owner side as Director of Design & Engineering for SeaWorld San Diego. I made the transition because I was inspired by transforming the park into an immersive world of entertainment. I feed off the energy of the guests when they walk through our projects in the parks. Shortly after joining SeaWorld, I was asked to join the corporate team as Regional Director of Design & Engineering covering California and Texas. I was designing and working with SeaWorld for 15 years. I made the move to LEGOLAND California in 2017. I decided to make the change to LEGOLAND because of the people and the opportunity I saw in the park. I like workplaces that are fun and engaging. The team at LEGOLAND provided that. As Vice President of Technical Services, I was able to drive the park forward and enhancing the guest journey in the resort. During my time at LEGOLAND, we added the second hotel themed as LEGO Castle, Deep Sea Submarine Ride, LEGO Movie World (2 flying theater rides, 2 drop towers, reskin of an existing carousel and themed F&B and retail outlets) and LEGO Ferrari experience. I also pushed for an increase in capital which was awarded and since then we have added over 40 LEGO models and counting to immerse our guests into the world of LEGO! I am now Regional Vice President of Technical Services LEGOLAND Resorts North America covering our California, Florida, and New York Resorts. My goal is to improve the offering at the Florida and New York parks to make them the same quality as California. I am passionate about the industry, and I am eager to help others and continue to learn from a group like the TEA!

### **VISION FOR THE TEA**

If I am fortunate enough to join this great group of people, I will look to add my experience and knowledge in the industry to further the growth of the TEA. I am not sure which committee I will join

but I am happy to help in any way I can. I coordinated a TEA event for the Castle Hotel and Deep Sea Submarine ride at LEGOLAND back in 2018. I have hosted a few TEA NextGen facility tours both at SeaWorld and LEGOLAND. I enjoy talking with the upcoming talent in our industry and sharing my knowledge with them. I also enjoy working to build something bigger and better which may lend itself to the communications committee. Future TEA events at LEGOLAND are certainly on the horizon.

## **SKILLS AND CORE COMPETENCIES**

I have been in the themed entertainment world for over 20 years. I pride myself in exploring new ideas and products that can add value to the themed experiences we develop. As an architect I can visualize things from a simple sketch. Take a simple product and envision how it can be used in a unique way to enhance an experience. I am a strong leader and more importantly to me is that I care deeply about my team and the people around me. I am always looking to build people up. I love the TEA and the people I have met along the way at the summits, THEA awards, meetups, etc. I would be truly honored to be part of such a great organization and meet all of you personally.