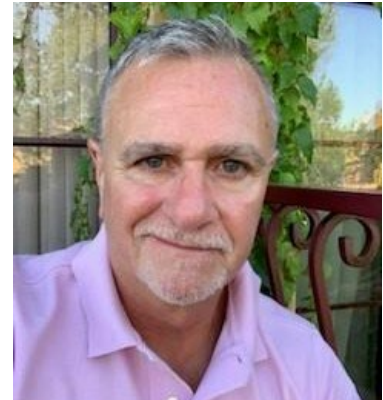




International Board Candidates

Craig Herman

Vice President, Global Brand Experiences
Peanuts Worldwide
Primary Location: United States
Running for 1st term



Markets served:

- Asia
- Middle East
- North America

Industry Experience:

- Brand Activations
- Cultural Attractions
- Live Events
- Museums
- Other
- Restaurants
- Retail
- Theme Parks
- Traveling Exhibits

ABOUT THE APPLICANT:

I've been active in the LBE category for more than 8 years, building a licensing business for Peanuts including carefully curated attractions and experiences for kids and families in North America, Asia, and recently expanding into Mexico.

During my tenure at Peanuts Worldwide, I've opened experiences as varied as The Search for Snoopy, a 30k sq ft indoor traveling experience; All Systems Are Go, a permanent immersive attraction at the Kennedy Space Center, Orlando; Peanuts Sports, 15K sq foot sport-themed 'mini-golf touring North America; seasonal attractions like A Charlie Brown Christmas, ICE (in partnership with Marriott's Gaylord Hotel Group); Mall partnerships featuring CB X-mas; redevelopment/refresh of Knott's Berry Farm and King's Island Camp Snoopy themed area (coming 2024); and a partnership with a major Children's Museum (to be announced in fall 2023).

Internationally, developed and opened Snoopy Garden on JeJu Island in 2020 (and working on an expansion plant to be announced soon; In Taiwan, opened Fame Hall, a Baseball-themed experience themed to Peanuts (including an adjacent hotel with themed rooms); strengthening long-term partnership with Universal Studios, Japan and leading a redevelopment of the "Peanuts area"; expanding into Mexico with an themed cafe in Mexico City; and expanding the mini-golf experience into resort areas like Cancu, etc.

VISION FOR THE TEA

With almost 10 years' experience in building the profile of the Peanuts brand domestically and internationally, I believe that I have the skills and industry relationships that will benefit the membership of the TEA. Helping to support and mentor future talent, identify opportunities that expand the reach of LBE as a category through high-profile endeavors and partnerships that continue to elevate TEA as an organization.

SKILLS AND CORE COMPETENCIES

Negotiation tactics, business acumen, language and writing, visibility in the industry and industry knowledge; extensive portfolio management, organizational skill set.



Craig Herman Recommendation

I have been fortunate to collaborate with Craig Herman for the past decade. We first met when I approached Peanuts Worldwide to obtain a license for a Bay Laurel Advisors client. Shortly thereafter we started to work together to explore how Peanuts could expand its licensing presence in Location Based Entertainment.

During this past decade Craig has become very well versed in the industry, the different attraction types, how a brand like Peanuts can drive wonderful guest experiences. He has worked with a number of different design firms to craft new attractions and been instrumental in Peanuts growth in the LBE sector.

Craig also brings strong strategic planning skills to all projects. He understand how this is an ecosystem of sorts, requiring strong Collaboration amongst developers, designers, production entities and operators. In addition, he also brings a strong corporate business perspective to the LBE World.

Finally, Craig is a very pragmatic executive. He views challenges through multiple perspectives, and keeps an open mind when studying issues.

I know that Craig Herman would be a valuable addition to the TEA Leadership, and strongly endorse his candidacy.

George Wade
President,
Bay Laurel Associates