



International Board Candidates

Gregory Senner

Director of Project Development
Scenario

Primary Location: United States
Running for 1st term



Markets served:

- Central America
- Europe
- North America

Industry Experience:

- Aquariums
- Casinos Hotels
- Cruise Lines
- Cultural Attractions
- E-Sports/Video
- Museums
- Other
- Restaurants
- Retail
- Theme Parks
- Water Parks
- Zoos

ABOUT THE APPLICANT:

After nearly 30 years working in Entertainment, 27 of those focused on themed entertainment, I am thankful for all the people that I have met and had the pleasure to get to know. As the current President for the Themed Entertainment Association's Eastern North America Division, those connections have grown beyond what I ever imagined they could have. I am constantly reminded of how many people my hard work and dedication to our industry have touched.

Over the past 7 years the TEA has been a huge part of my personal and professional life. Beginning with the TEA Explores Kansas City event in April of 2017, I stepped into a leadership role on the Eastern Board's Events Committee. I have arguably been involved in the planning and execution of more divisional events than anyone in recent years.

Currently as President for the Eastern North America Board, I have led the team to success in event quality, member engagement, and sponsorship. I am currently a chair for my second SATE in which I had a huge roll in the ideation, planning and fundraising for.

For me though, my role is not just as a board member, it is as an ambassador. My passion for the TEA is represented at every meeting, event, conference, and interaction. My ability to generate

enthusiasm and galvanize that energy drives membership, participation and the success of the association and our place in the industry.

VISION FOR THE TEA

I have very much enjoyed being part of SATE and would absolutely want to continue working the event. Additionally, I have a lot of pride and ownership on how we have developed event "brands" and very much intend to continue working with the I-Board Events Committee. My intent is to continue the ideas of developing those event types in a way that maintains a uniform brand worldwide while remaining flexible enough to be adjusted to the varied cultures and economic ecosystems around the world.

Ultimately, I would be interested in being involved in the executive committee with possibly supporting the organization one day as a VP. My time on the Eastern Board has shown my experience as a leader in this industry and dedication to advancing the success of the TEA.

SKILLS AND CORE COMPETENCIES

My time in the TEA has shown a clear measure of leadership, responsibility, and the drive to affect the success of the TEA. As a leader and "do-er" in the organization, I have excelled in not just planning but the successful and consistent execution of TEA objectives. I have helped develop and brand event types, most notably having been involved in approximately 10 TEA Explores, chairing over half of them. I have now co-chaired 2 SATE conferences and have personally been involved in the planning on well over a hundred events for TEA.

Understanding the fiscal priorities of the organization, this year I have led the TEA Eastern North America Board to a successful Divisional Sponsor program, a new TEA Leadership Dinner and a huge focus on furthering member value just to name the highlights.

I have put a lot of work into the TEA, and after all these years in the business I feel as though I am at the perfect intersection of experience, influence and network to successfully represent the association on a global stage.



7/31/2023

THEMED ENTERTAINMENT ASSOCIATION

International Board of Directors

303 N GLENOALS BLVD
BURBANK CA 91502

Greg Senner has been a vital part of the TEA for as long as I can remember. He is passionate about the organization and has a love for the industry. I have had the pleasure of working with Greg with SATE North American for the past 2 years and he has done an amazing job with planning, budgeting, securing sponsors and creating content. I fully support Greg Senner's candidacy for the TEA International Board. I think he would be an incredible asset.

Shannon Martin - International Board Vice President
Color Reflections Las Vegas

Greg Senner must serve on the International Board of the TEA. I specifically use the word "must" because I have had the benefit of firsthand exposure to Greg's efforts on behalf of the TEA.

I liken any organization to a machine. There are complex, moving parts. Each entity fulfills a different role and is made more useful by the presence of its complimentary piece. If I go with this metaphor and have to describe Greg's representative component- I would point straight at the engine. Greg makes things "go." His indefatigable energy is a testament to the passion that sets our industry apart. His force of will is a credit to the care he has for his peers. There are no theories, only those actions which are both enjoyable to members, and valuable for participants. I would not be a part of the TEA's leadership myself if it were not for Greg. His drive pulls others in, and forward, to experiment with new concepts- many of which have proven to be very valuable to the TEA's bottom line. His voice will add needed depth to the chorus of TEA leadership as our future is charted.

Best regards,

Matthew A. Cross, ICAE
Founding Partner & CEO – OE Experiences

I can't comment directly on Greg's direct performance as President Eastern North America, what I can comment on, and wish to impress upon anyone that doesn't know is the level of dedication and support Greg has given and continues to give to the TEA. He's always balancing the needs of the members with the need to make money for the association and doing so impeccably. His work on both his board and on the Global Events committee has collated, tidied, and described all the event types we offer and given a really important brand uniformity moving into the future. Greg is internationally respected, passionate, fun... you get my point. Greg for I-Board is an absolute no brainer!

Chris Willrich – President TEA EME
Director, D J Willrich Design
(Pronouns: he/him/his)

I can enthusiastically recommend Greg Senner for the Themed Entertainment Association International Board. I served with Greg on the TEA Eastern board and have found him to be an exceptional colleague and an outstanding Eastern Board President. He combines extensive industry knowledge, reputation, and experience with an unwavering dedication to the TEA. Greg is a natural leader in that he has great patience coupled with a warm personality that makes accessible to everyone regardless of their place in the industry. I have many students who have conveyed their gratitude for his mentorship. Personally, I have seen how Greg greets new members at various events and helps them feel comfortable and part of the TEA. He also does an excellent job of engaging current members by sharing ideas and helping them understand how their contributions are making a difference in the TEA. I am amazed by Greg's energy and willingness to give his time to so many creative and worthwhile endeavors. Greg Senner is a unique, dynamic, and interesting person who will be an important voice on the Board. Greg Senner has proven that he is always willing to share his time and expertise to help the TEA. Frankly, I cannot think of a better candidate for our International Board.

Peter Weishar
Director of Themed Experience
Themed Experience MS Degree and MFA track
University of Central Florida
Peter Chernack Distinguished Service Award Recipient

Greg Senner has always been a welcoming presence and familiar face at all of the TEA mixers. He really goes above and beyond to make sure the students feel welcome. I remember once he had all the new people raise their hands so everyone could see who they should go up and talk to next! I know he would make a great addition to the TEA International Board because of his dedication, respect, and commitment to making sure everyone feels welcome and included.

Morgan Barkhurst
Creative Technologist
UCF Student – BFA – Technical Theatre / Technical Design and Technology