



Europe & Middle East Candidate

Jeroen Verrezen
Business Development and Sales Partner
Leisuremore
Primary Location: Spain
Running for 1st term



ABOUT THE APPLICANT:

TEA has been a wonderful new community in my life over the last four years. Since I became a member of the association a few years ago I met with so many inspiring industry colleagues many of whom become friends for life, and the TEA gave me access to a worldwide network of creatives and industry suppliers to get more involved with themed entertainment projects around the world to further establish the business I started, LeisureMore. It is with gratefulness that I want to give back to the association that means a lot to me and it's a way I hope to give back. From attending numerous TEA events all over Europe, USA and in Asia, to moderating sessions, to starting to set up industry events and committee support, it is really something I would love to further support as it is so important for our industry to work together and be connected regularly.

Having been part of the EME board until last year was a great new experience to me and complemented previous experience within the leisure and entertainment industry, I have been working with for 15 years now. From Live Nation, Efteling, to IAAPA and Electrosonic the past has brought me insight from very different angles to what TEA succeeds in bringing together this diverse group of talented creatives and innovators involved in creating the theme parks and attractions we love. It is my ambition to continue to serve the association as a board member for further growth and diversification as also thanks to TEA LeisureMore is now established and diversified.

As a new range of projects enter my life and business keeping me occupied with my passion for themed entertainment, I can't wait to further connect with the TEA to bring our industry to new heights. My new role in business development consultant for Dan Pearlman Group, a new partnership with Tomorrowland and another client currently being agreed allow me a strong basis for further diversifying the association for further growth and strong performance. I believe a EME Board seat would be the best basis for doing this.

VISION FOR THE TEA:

As colleagues became industry friends, and as we are faced with new opportunities and challenges, I would be glad to support TEA in the years ahead with a possible TEA EME Board Member role. In this position, I'd be glad to support member growth, diversification of the membership base, event organizing, committee support, networking events, and more. I would absolutely love it to continue to show up and be an ambassador for further growth of the TEA. I very much see the further potential for growth and see a real role for the TEA to continue to break walls within different segments of themed entertainment forming this exceptional strong group of experience creators and to continue to lift the bar for the experiences of tomorrow.

SKILLS AND CORE COMPETENCIES

- * Strong international network built in different segments of entertainment developed over the last 15 years.
- * Diverse range of clients: from consolidated entertainment players like Live Nation and Efteling, to core industry suppliers and creative firms such as Dan Pearlman Group most recently.
- * Entrepreneurial spirit, organizational skills and passion for entertainment industry.
- * Team player and experience in serving as a TEA EME board member in 2020-2022.