



Asia Pacific Candidate

**Jonathan Casson**

Vice President of Business Development  
Sony Pictures Entertainment  
Primary Location: United States  
*Running for 1<sup>st</sup> term*



**ABOUT THE APPLICANT:**

As a person for whom the TEA has been an active part of my professional life for more than the past ten years. I am very appreciative of the TEA and would love the chance to support its work within my role as Vice President of Business Development for Sony LBE.

**VISION FOR THE TEA:**

As a board member of the Themed Entertainment Association (TEA) Asia Pacific Division, my priority would grow the association as a whole with initiatives that serve the needs of the individual members. By combining collaboration and active listening, I would work to identify efficient and effective educational and social activities that enhance the skills and opportunities of industry professionals value to each unique members and to create flagship events that attract capital and opportunities to the association and the industry as a whole.

**SKILLS AND CORE COMPETENCIES**

Honestly, my first act would be to learn more about the current strategic plan as it has not been published and communicated to the membership to the point where the direction is commonly understood. I think by listening and discussing the goals with the leadership, membership, and the inactive members - we can find common ground and develop a product lifecycle to advance the cause of the membership.