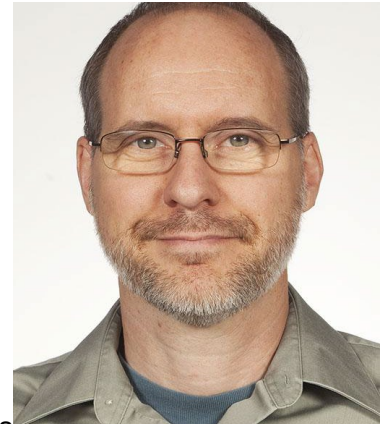




International Board Candidates

Luc Mayrand

VP Portfolio Creative Executive, Resorts & New Business
Walt Disney Imagineering
Primary Location: United States
Running for 1st term



Markets served:

- Asia
- North America

Industry Experience:

- Brand Activations
- Cruise Lines
- Live Events
- Restaurants
- Retail
- Theme Parks
- Water Parks

ABOUT THE APPLICANT:

Reasons to join:

- Desire to serve, to contribute to the strategic direction of the association
- Belief in the value of the TEA to bring our industry closer together, increase its relevancy, and to radiate its creativity and importance beyond our current projects.

Career highlights:

- 30+ years of active leadership in the industry: over 10 years working with independent producers or as a consultant, and 20+ years at Imagineering in various leadership roles.
- In my most recent role as Portfolio Creative Executive I've overseen among others the expansion of Shanghai Disneyland, Hong Kong Disneyland, and been involved in the re-invention of Epcot.
- During my career so far, I've worked on a great number of attractions in major parks, in smaller markets, or freestanding; I was part of 10 Thea winning projects, 4 of them as creative lead.
- Relevant experience in independent LBE and immersive projects from Star Trek the Experience (and before) to my last role as lead on Out-of-Berm future for Disney.
- Experience in connected industries: I worked on a dozen movies and TV shows.
- International: all those projects have regularly taken me to Asia and Europe, with extended stays in China and Japan.
- Member of the Thea judging committee for 5 years: I had the opportunity to contribute a lot, being at various times chair of the overall committee, vice-chair, and chairing every

category sub-committee. I also was heavily involved in the conversion of the submittal platform to the web, the creation of the Catalyst award, and a dramatic increase in diversity of the Thea judging committee.

- Participated in the creation of the Virtual Case Studies during the pandemic isolation, and subsequently worked closely with the TEA team to re-invent the Case Studies into the Inspire Summit. I'm very proud of what we all did together.

VISION FOR THE TEA:

Support for increased international participation, to expand the TEA's reach and representation. For example, in the Theas I always paid special attention to finding and celebrating excellent projects from farther afield and internationally. This not only is fair and deserved recognition, it also helps gain new members and increases the participation of existing members in the TEA and our industry in general.

Continue to increase relevance of the organization to the membership, and in the industry - I think that work is never done, since it's always morphing around demographics, technologies and social trends.

Support the evolution of the TEA, based on observations/insights having worked on or participated in several events and interactions over time."

SKILLS AND CORE COMPETENCIES

- Good collaborator - that is probably true of everyone on the board, but we're never too many :).
- Resourceful - ability to connect resources to needs
- Wide knowledge of the industry
- Well-respected (I believe :)) from significant involvement in TEA events/ Thea committee, work projects, education, and networking over time.
- Worked internationally considerably and developed a keen interest in inventing creative projects across cultures - it's one of the things I love best: to collaborate with someone of a different background to create something new and fun.
- Personal perspective: my first language and culture is French Canadian (which has its own complexities), and I'm an adult immigrant to the US. I've lived the bi/tri-cultural code-switch my entire life - maybe that helps me to see how people in other countries or of complex origins, might think and feel. Over 50% of babies born today are of mixed ethnicities and cultures - just in the US.
- I'll go ahead and list optimism as a core competency, why not? You have to believe great things are possible to take them on :)

Thank you for considering my application

