



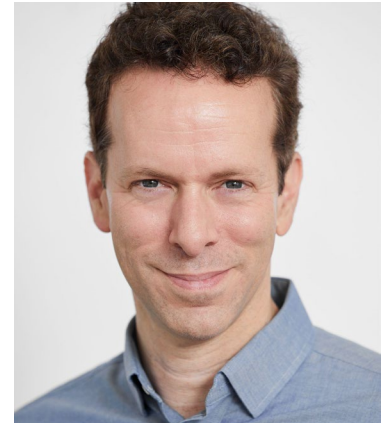
International Board Candidates

Marc Zachary

Experiential Advisors

Primary Location: United States

Running for 1st term



ABOUT THE APPLICANT:

I have spent my entire 30-year career in the entertainment business, with the past 12 years at The Walt Disney Company and 20th Century Fox, primarily focused on themed entertainment. Recent highlights include the development and launch of two new Avatar-themed attractions at Gardens by the Bay in Singapore and Shanghai Disneyland (in collaboration with Neon) and five international locations of National Geographic Ultimate Explorer. My team also oversaw the development and construction of Genting Skyworlds theme park in Malaysia, which opened in 2022.

I am interested in joining the International Board because my perspective has always been international. I spent the first 13 years of my career working for the largest entertainment companies in Italy, licensing movies and TV shows and launching new forms of entertainment, like the first IMAX theater in Italy. I was also on the launch team of the Saudi-owned Orbit Satellite Network (OSN), which was the first digital satellite TV network across the Middle East.

I joined this business because I love themed entertainment. I was fortunate to live in both Florida and California as a child, so I visited Walt Disney World, Disneyland, and Universal Studios by age 7. I first went to the Smithsonian at age 6. From the time my son was 2 years old, I took him to a different park, attraction, or museum every weekend for years. We have now been on over 1,000 rides together across five continents. It has been the greatest adventure of my life. I am always looking for the next great experience, both for my own enjoyment and to validate and scale the incredible field that we're all lucky to call our vocation.

I have visited over 200 parks/fairs and hundreds of museums around the world, including the majority of those listed in the annual TEA/AECOM report in North America, Europe, and Asia. On average, I visit or attend 250+ attractions, parks, or shows annually. I believe the product of our industry needs to be experienced live, and I travel 100-150 days annually (much of it internationally) to see as many attractions as possible.

As of this year, I am serving on the Thea Judging Committee and am chair of the Connected Immersion Subcommittee. I attend TEA Inspire, SATE, the Theas, and various other TEA events as schedules permit. I will attend the upcoming event in Washington, DC in September.

As of July 2023, I am consulting for various companies in the themed entertainment sector.

VISION FOR THE TEA:

1. To strengthen recognition and grow membership of the TEA, especially internationally. Work with the board to clearly communicate to those in the industry the value of the TEA and being a member company (or individual)
2. Increase participation of the next generation of members and increase diversity among both membership and those working in the industry. I frequently find that many students and those early in their careers don't understand the various disciplines in this sector and how this could be a career for them.
3. Help the TEA and the Theas become more of an external guest-facing brand, where people look to the TEA to help identify the best of our industry and drive traffic to those locations around the world."

SKILLS AND CORE COMPETENCIES

My MBA and Business Development experience have provided me with a background around strategy, finance, and organizational behavior that I believe can benefit the TEA. I have spent the majority of my career working for European, Middle Eastern, or global entertainment companies, giving me perspective around guest behavior and related opportunities worldwide.

I am a collaborator, a networker, and a consensus-builder, and I have years of experience managing challenging projects with groups whose stakeholders have different priorities. I believe that the combination of my education, background, and skill sets can benefit the TEA as the organization seeks to grow, scale, and meet its financial and strategic goals in 2024 and beyond.



August 10, 2023

Melissa Oviedo - Chair

TEA – Themed Entertainment Association

Leadership Development & Nominations Committee

Re. Marc Zachary – peer endorsement letter

Dear Melissa,

It is my great honor to write to you today on behalf of Marc Zachary who I understand is running for an open position on the TEA International Board. I have known Marc personally and professionally for many years now and consider him one of the smartest and most passionate business executives in our location-based entertainment industry.

In his capacity as head of location-based experiences for both Disney and 20th Century Fox, Marc has been a tireless advocate and evangelist for our industry. He visits hundreds of attractions and museums around the world annually and frequently promotes them on social media. He regularly attends Inspire, SATE, the Theas Gala, and various other TEA events, and I know he wants to support the TEA's strategic mission to both strengthen its ranks while also elevating its profile across the industry.

I have had the privilege of seeing most of the exceptional international attractions that Marc has worked on in various countries around the world with companies across a wide spectrum of discipline ranging from large hotel and hospitality developers to owner operators and entrepreneurs including being the primary liaison for the various many internal divisions of the Walt Disney Company and 20th Century Fox. Marc's experience and accomplishments were further recognized when he was asked to join the Thea Judging Committee this year in part because of his unique experience of having seen a large percentage of submissions in person, which adds valuable perspective to the committee's work.

Many of the TEA International Board members already know Marc, and I think he would add an excellent and much needed perspective to the current board composition. I'm happy to speak to you or anyone on the nominations committee about his performance and personal characteristics.

Please let me know if you have any questions.

Best regards,



Chuck Fawcett

International Board – Immediate Past President

TEA – Themed Entertainment Association

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