



Eastern North America Candidate

Mike Haimson

Vice President of North America Operations

Simtec North America Inc.

Primary Location: United States

Running for 1st term



ABOUT THE APPLICANT:

My first IAAPA was in 1993 when I was with Iwerks Entertainment. I have been at many TEA events throughout the years and have spoken at some recruiting functions. I recently have been hired by Simtec systems to build their North American business unit and set up an engineering, sales, and installation support office in Orlando.

I moved to Orlando in 2015 when I was hired by Dynamic Attractions to set up their USA business in Orlando. I have worked for ride manufacturers, system integrators, theme park operators, and technical consultants. I have enjoyed being able to see entertainment projects from all those different perspectives. I would like to help TEA promote all aspects of themed entertainment.

A recent Bio reads:

Mike Haimson has 30 years' experience managing the design, fabrication, and commissioning of complicated electromechanical systems with complex control systems, audio visual and projection systems, autonomous functions, and human interactivity. Systems include theme park attractions, interactive science centers, training simulators, data center infrastructure, and medical equipment.

Mike has a Bachelor and Master degree in Electrical Engineering and his graduate work was in robotics and digital signal processing. His master's thesis was a walking and talking 4-legged robot. Mike has worked for several world-class companies including AT&T Bell Laboratories, Walt Disney Imagineering, Universal Studios, Sony, Silicon Graphics, Electronic Arts, Intel, Stanford University Medical School, and General Dynamics.

Mike led the development of the world's first Virtual Reality theme park attraction, Virtual Adventures, while working for Iwerks Entertainment and a partnership with Evans and Sutherland in 1993. Mike has experience working in the US, Europe, Asia, and the Middle East. One notable project is the expansion of Ferrari World in Abu Dhabi, where Mike spent two years adding eight attractions to the world's largest theme park under a single roof.

Mike moved to Orlando with his wife and daughter in 2015 as Vice Present of Technical Development for Dynamic Attractions where he led the R&D effort for new ride simulators, autonomous vehicles, virtual and augmented reality systems, and hybrid motion simulator vehicles.

In 2018, Mike joined ITEC Entertainment where he is Director of Control Systems and Advanced Technologies. Mike's team works on control systems for ride, show, and animated figure systems. Mike's team is also responsible for Augmented and Virtual Reality development for systems used at Theme Parks and other high-throughput applications.

Mike is now with Simtec North America where he is Vice President of North American Operations. Mike is responsible for setting up the new business and manages a team of engineers, technicians, project managers, sales, and support staff. Mike is responsible for setting up a corporate office and shop facilities, building human resources and all administrative functions. The new business unit supports the head office in Germany for sales, installation, support, and product development.

VISION FOR THE TEA

I would like to help promote TEA to the next generation of engineers and artists. I feel it is also important to make sure that this industry is also being updated to a new generation of customers, too. Technology is a huge part of new attractions but so is interactivity, customization, and personalization. Audiences want to be more in control of their entertainment. I would like to help make this happen.

SKILLS AND CORE COMPETENCIES

Providing technical guidance and explaining technology to creative people. Most of my career, I have been fortunate to work with many creative & artistic people. My role has typically been trying to help execute their vision with technology at an appropriate budget and schedule. This is a special skill that I would like to share with others.