



Asia Pacific Candidate

Mike Ross

APAC Business Development Manager and
Principal Systems Engineer
7thSense
Primary Location: Australia
Running for 2nd term



ABOUT THE APPLICANT:

I'd like to use this opportunity to announce my intention to run for a second term on the TEA APAC Divisional Board. I've been involved in the themed entertainment world for over a decade after my time working in live theatre which always felt like a pretty natural transition. Over my career I've had the pleasure to be an active member of the EMEA and Western US Divisions having worked for a Master Planner in Los Angeles and several technology and AV companies in the United Kingdom. I've found over the length of my career I've had the opportunity to work on a wide range of projects ranging from some of the big-name players such as Despicable Me: Minions Mayhem at Universal Studios Japan to creating pop up immersive experiences for Three UK. What I love the most about this industry is that it doesn't matter about the scale of a project or who the end client is, but that we all come together to share our personal experiences from the work we've done, and we share that via the TEA. The industry has also allowed me to enjoy traveling to parts of the world that I never would have expected to in my life such as rural areas of Taiwan, the shores of Alexandria Egypt and the mountainous regions of Turkey. Travelling, learning about new cultures, and attempting to learn bits of new languages is something I've always found fascinating from a young age and has benefited from my time in this industry. Having a degree in Theatrical Design and being an actor and lighting tech from the age of 8 years old I never would have thought I'd be working at some of the places, such as Walt Disney World, that I had visited as a youth doing the same work I had always wanted to do, I've always said to people that theme park design is a bit like theatre but more permanent and with all the same challenges! Having been on the APAC board for the last 3 years I feel we're making progress growing our presence in the region after the difficult time during COVID.

VISION FOR THE TEA:

After speaking to many members of the TEA over the last few years they said that a lot of focus has been on China and the rest of APAC has suffered from that. I'm hoping to grow our presence in other areas of APAC, specifically Australia and New Zealand. I'm already in discussions with

the local attraction's association AALARA about tying up with their yearly show and how our members and organizations can benefit from working together I hope to carry on these conversations into my second term as we are already looking at having a booth at their show in 2024 and 2025. Additionally, the 2024 show is the week before IAAPA ASIA so it's the perfect time to host a TEA event locally in Australia as we'll have a lot of the Westerners in the region. But membership is my biggest goal for my 2nd term along with more social events as we do lack the networking aspect that EMEA and the US divisions get.

SKILLS AND CORE COMPETENCIES

I've been involved in various divisions of TEA since 2011 and attend in person and virtual events in EMEA and the Western Division, I hope to work with my colleagues in those divisions to also deliver similar quality events for APAC. I have a large network of international colleagues that I can utilize to help achieve the goals for APAC as well. Last year for APAC i also created the APAC TEA Video so I have various AV and video editing skills to help with the region.