



International Board Candidates

Wendy Heimann-Nunes

Co-Founder/Managing Partner

Nolan Heimann

Primary Location: United States

Running for 1st term



Markets served:

- Asia
- Europe
- Middle East
- North America
- South America

Industry Experience:

- Aquariums
- Brand Activations
- Cruise Lines
- Cultural Attractions
- Live Events
- Museums
- Theme Parks
- Traveling Exhibits
- Water Parks

ABOUT THE APPLICANT:

I have been a long-standing member of the TEA (over 20 years now!), Many of which has been spent representing the organization on a pro bono basis. In fact, in 2021, I was honored to receive the Peter Chernak Award for Distinguished Service. My entire career has been spent supporting the various stakeholders in our very special and unique entertainment vertical, serving as its rabid cheerleader, facilitator, matchmaker, and bulldog throughout the industry (well before traditional entertainment professionals cared very much). It has brought me tremendous personal and professional gratification to have advocated on behalf of so many individuals and organizations in themed entertainment, many of whom are TEA members.

For many years, I believe our industry was largely ignored and underserved by traditional legal professionals. I sought to fill that void by dedicating my work to serving the incredible creative and business talent comprising the TEA's constituency. It was always my belief that the work we did together was so important in improving people's quality of life - creating cross-generational opportunities for people to experience joy TOGETHER. It also was my belief that traditional entertainment stakeholders would wake up to the brand, financial, and customer loyalty power that location-based entertainment provides - especially as their business models grow increasingly more challenging. And they finally are doing so!

Most importantly, I have been so blessed to have developed a robust and meaningful network of the most rewarding relationships throughout the world with truly special people. I am so proud of the work we all do together.

VISION FOR THE TEA:

Glamour - My vision for the TEA is for it to continue to enhance its profile and that of its members vis-a-vis the global entertainment community. Dare I say, I'd like to help ""glam it up"" to enable its members to get the full credit they deserve within the entertainment industry at large. No one puts baby in the corner!

Power - It is going to be increasingly important to ensure that the TEA ""owns"" the experiential space - so many new associations and the like are cropping up within the LBE and immersive space. As a 30-year-old association, the TEA should retain its pole position in the industry, and I very much want to contribute to its strategic plan.

Strength - I would love to help the TEA foment more benefits to its members, including assisting in making it easier for the various constituents to successfully do business, in good times and bad. Advocacy is my thing, and I would welcome the opportunity to contribute my thoughts and leadership in enhancing the TEA's role as its members' greatest advocate.

Diversity - I am so impressed with the strides that the TEA has made in promoting and facilitating greater diversity within our industry. Diversity is important for myriad reasons, the least of which is that the diversity in guests demands diversity at the creative and business table. We'll all create better products and experiences with more voices at the table. And diversity is critical to attract the most powerful young talent out there. Lastly, I believe we'll all have more fun if we surround ourselves with the most diverse mix of souls we can. Rainbows are beautiful for a reason."

SKILLS AND CORE COMPETENCIES

I have specialized in location-based entertainment my entire (over 30 years, shhh) legal and business career. In addition to practicing law, I lead a landmark, commercial theater and have produced various live productions, so I feel the pain experienced by many TEA members.

In addition to my legal expertise, my pragmatic business and strategic insights are valued by those who I have the honor to represent. Some people look at the sky and see stars, whereas I see constellations. I love navigating accordingly, and it would be my honor to assist the TEA in navigating an ever-increasing international footprint and commensurate influence. I am not shy about ambition, and I would breathe even more ambition into our beloved association!





August 15, 2023

TEA Board Nomination Committee,

For the past 25 years I have had the pleasure to work with Wendy Heimann-Nunes. I first met Wendy at Universal Creative when she was the in-house council. She helped me get all our vendor contracts in order for Templo Del Fuego, at Port Aventura. Wendy was unique in her interest in understanding what we were trying to accomplish and being part of the solutions when we were dealing with opening a Fire Attraction in a foreign park.

After I left Universal and created Thinkwell, Wendy was always the first person I turned to for legal advise. Wendy was always a strong supporter of Thinkwell and what we were trying to build.

When going out on her own, Wendy quickly built up a large number of LBE clients. Wendy became an expert in all things legal for our industry, including representing multiple studios in the area of Intellectual Properties and location based entertainment.

When I knew it was time to leave Thinkwell, I turned to Wendy for advise on how to exit my partnership. Her advice was critical in how smooth and successful my exit went.

When I was ready to start Mycotoo, again Wendy was there with 100% support, helping me not make the same mistakes twice. I know I can always turn to Wendy for strong legal advise and moral support. Making the ups and downs of this industry easier.

I have no doubt Wendy will bring the same understanding and support to the International Board of the TEA. Wendy knows our industry and all the players. Her strategic thinking and want to better the industry is a priceless value.

Sincerely,

Cliff Warner
Chairman

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