

Innovative, whole-brained thinker focused on the development of immersive stories and themed entertainment. Multi-disciplinary producer with the vision to align creative initiatives with business objectives. Leverages fluency in technology with strong executive management experience to deliver smart, dynamic projects.

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## VISION

Concept Development  
Pitches and Presentations  
Strategic Project Planning

## ANALYSIS

Intelligent, Focused Research  
Technology Review & Evaluation  
Project Scope Development

## EXECUTION

Creative Problem Solving  
Cross-Functional Leadership  
Operational/Financial Executive Management

## FOCUS

Themed Entertainment  
Emerging Technology  
Immersive Experiences

## EXPERIENCE

THE HETTEMA GROUP, Pasadena, CA

2014 – present

Producer/Director of Interactives

- Concept development for attractions and interactive experiences: develop treatments, narratives, and presentations; lead charettes; art direct storyboards
- R&D of emerging technologies and applications: VR, AR, mobile, wearables, sensors
- Produce concept development packages: cultural attractions, themed public spaces, retail, dining and entertainment venues
- Collaborate with multi-disciplinary teams of creative directors, designers, engineers, illustrators, and writers
- Prepare and lead client presentations and business development pitches
- Develop technology demos, prototypes, and productivity tools
- Produce promotional video/media for upcoming projects
- Manage budget and schedule
- Scope writing and analysis

*Representative Clients:* DreamWorks Animation, Universal Studios Hollywood, Lionsgate,

*Sample Projects:*

- Park-wide interactive overlay; mobile apps, wearable tech, queue entertainment, adventure games, interactive photo ops (IP-based theme park)
- Land-wide adventure game inspired by legends and folklore; incorporates custom wearable devices (cultural theme park)
- Free-roaming, multiplayer VR adventure inspired by centuries of regional mythology
- Educational interactive multiplayer games and activities (museum)

CONSULTING/FREELANCE

2012 – present

TECHNOMEDIA

- Produced iPad app to demo interactive technology prototype

## *HOLLOW STUDIOS*

- Developed Android app for synchronizing playback on multiple Gear VR devices
- Business development and project strategy consulting

## *MISCELLANEOUS*

- Story development and strategy for Broadway-bound musical
- Business and technology consulting for immersive theater production

## **BLACK LETTER DISCOVERY, INC., San Francisco, CA**

2003 – 2012

### Founder, COO/CFO

- Developed and scaled core policies and procedures for Operations, Finance, HR, and IT from startup through multiple consecutive years of revenue growth
- Managed P&L resulting in material increases in Gross Profit and EBITDA
- Expanded from a single office to nationwide facilities
- Developed proprietary workflow management software
- Negotiated credit facilities
- Evaluated potential acquisition targets
- Led the company through acquisition by private equity five years after inception

## **ZOOMEDIA, INC., San Francisco, CA**

1997 – 2004

### CTO, promoted from Director of Research

- Led strategic consulting, engineering, IT, project management, and R&D initiatives
- Oversaw product development including content management and web analytics software
- Implemented technology strategy, including selection and deployment of new technologies, tools, and processes for service implementation
- Consulted on concept development for client web initiatives
- Advised marketing and business development on proposals, contracts, and collateral
- Managed relationships with clients, vendors, consultants, and technology partners
- Implemented internal technology education and training initiatives

## **TECHNOLOGY/SKILLS**

Virtual Reality, Augmented Reality, Arduino, Raspberry Pi, Java, Processing, PHP, MySQL, JavaScript, HTML 5, CSS, Photoshop, After Effects, Keynote, Unity, Office

## **EDUCATION**

B.A., Cinema - Television: Production, cum laude, University of Southern California, Los Angeles, CA. 1995

Central European Studies, CIEE/Charles University, Prague, Czech Republic

Creative Writing, New York University, New York, NY.

Visual Arts, Interior Design and Interior Architecture, UC Berkeley Extension, San Francisco, CA. 2011, 2013

## **INTERESTS**

Getting lost while traveling, epic narratives, homebrewing, time travel, theme parks, psychedelia, shoegaze, ergodic literature, classic Infocom games, mixology, thought experiments, horror films, postmodern cinema, coffee bean roasting, manifestos, conquistadors, codes, the magic of the everyday.