

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 & 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 – 2020
Producer/Director of Interactives

- Led and collaborated with creative directors, architects, designers, engineers, and writers
- Concept development for themed entertainment projects and interactive experiences: developed narratives and presentations; led charettes; directed storyboards and key art
- Liaised with IP stakeholders to ensure brand integrity
- Produced phased design packages: theme parks, cultural attractions, public spaces, retail, dining, and entertainment venues
- Prepared and led client presentations and business development pitches
- R&D of emerging technologies and applications: VR, AR, mobile, wearables, sensors
- Developed technology demos, prototypes, whitepapers, and productivity tools
- Produced promotional video/media for projects in development
- Developed and managed project scope, budget, and schedule
- Scope writing and analysis

Representative Clients: Walt Disney Imagineering, Universal Creative, DreamWorks Animation, Lionsgate

Sample Projects:

- Immersive preview center featuring complex projection mapping for IP-based theme park
- Park-wide interactive overlay; mobile apps, wearable tech, queue entertainment, adventure games, and interactive photo ops for IP-based theme park
- Land-wide adventure game inspired by legends & folklore; custom wearable devices for cultural theme park
- Free-roaming, multiplayer VR adventure inspired by mythology

CONSULTING/FREELANCE 2012 – present

TECHNOMEDIA

- Produced iPad app to demo interactive technology prototype

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 & scaled core policies and procedures for Operations, Finance, HR, and IT from startup through multiple consecutive years of revenue growth
- Expanded from a single office to nationwide facilities
- Managed P&L resulting in material increases in Gross Profit and EBITDA
- Developed proprietary workflow management software
- Negotiated credit facilities
- 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
- Advised marketing and business development on proposals, contracts, and collateral
- Managed relationships with clients, vendors, consultants, and technology partners
- Implemented internal technology education & training initiatives

TECHNOLOGY/SKILLS

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

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, immersive theatre, horror films, postmodern cinema, coffee bean roasting, manifestos, conquistadors, codes, the magic of the everyday.