



Chris Deere is currently the Director of Supportlab Ltd, a company he formed to provide advisory, consulting and coaching services to businesses, with emphasis on the amusement park industry.

Prior to this Chris was with Rainbow's End Theme Park in Auckland, New Zealand, where he was the Operation's Manager for 5 years before being promoted to the CEO role, a position he held for a 10-year period from 2007 to 2017.

During his tenure as CEO of Rainbow's End the park achieved significant growth and received several prestigious awards and accolades including 5 IAAPA

Brass Ring awards as well a number of local awards.

Chris is a Certified Attractions Executive and has been a regular speaker and panellist at both the IAAPA Attractions Expo in the US and the AALARA conference in Australia.

He is involved in several tourism related advisory groups and was a member of the IAAPA Human Resources Committee for three years from 2015 to 2017 and is a current member of the Asian Education Committee.

Prior to his time at Rainbow's End Chris spent 7 years in the New Zealand Police Force as a sworn officer where he worked in a variety of roles, completed his Sergeants exams and qualified as a youth aid officer.