

2013 IAAPA Institute for Attractions Managers Faculty

Shaun McKeogh,

Human Resources and Leadership



Shaun McKeogh serves as an industry representative on the IAAPA Human Resources Committee. He is currently *Trainer & HR Consultant with the ProFun Management Group*. Shaun has also managed the Culture and People Development of Australia's Premier Theme Parks for many years, including Sea World, Warner Bros. Movie World & Wet 'N' Wild Water World. He has extensive experience with family entertainment centers, theme parks, hotels, zoos, water parks and as an international educator he has made a significant contribution impacting on the development of many young people particularly through theatre and the performing arts. Shaun's career has enabled him to enthusiastically create motivating workplaces where the delivery of exceptional service and fun is contagious. As a learning and development specialist for the attractions and amusement industry he is experienced and passionate about reward & recognition program development, leadership and performance management and extraordinary customer service delivery. He is co-author of an exciting new amusement industry book - *Reasons 2 Reward*, which highlights how to improve profits and productivity in our businesses by rewarding and recognizing employees in engaging work environments.

Paul Pei

Marketing and Public Relations



A graduate of the University of Denver in 1972 with a Bachelor of Science Degree majoring in calculus, chemistry, and education, Paul has been in the hospitality industry throughout his professional career. Born in Hong Kong, he emigrated with his family to Honolulu, Hawaii at the age of 8 and completed his education in the United States. During the 28 years from 1972 to 2000, he held senior management positions as Director of Sales and Marketing, Executive Assistant Manager and Resident Manager with deluxe, 5-star hotel management companies such as Westin Hotels, Shangri-La International Hotels & Resorts, and Beaufort Hotels.

Paul stepped out of the hotel industry in June 2000 to join Ocean Park Hong Kong as Executive Director, Sales and Marketing. During these past 10 years, Paul has been instrumental in leading the sales and marketing efforts at Ocean Park through 6 record breaking years out of the last 7 years, for annual attendance, revenues, and profits. In addition, Paul has participated in defining the US\$750 million Master Redevelopment Plan of the park, a 6 year, 8 phase project, to be completed in 2012. It will redefine Ocean Park and truly support its world class status.

Paul is responsible for implementing all aspects of the park's sales and marketing programs and leads the Park's Corporate Social Responsibility efforts. This involves developing the Park's marketing and Sales strategy, and managing both its internal and external communications programs, including promotions, advertising and public relations.

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Mathias Li

Finance



Mathias Li is the Deputy Chief Executive and Chief Financial Officer of Ocean Park Corporation. He helps oversee the Corporation's business operations and planning, and is also directly responsible for the Finance & Administration and Corporate Secretarial functions. In addition, he chairs the Park's Environmental Steering Committee and Corporate Safety Committee.

Prior to joining Ocean Park in June 1994, Mr. Li worked in the corporate and international banking areas, and was the Director of Asia Pacific Region of a major international bank, responsible for its institutional business in Asia.

Mr. Li is a Fellow of the Hong Kong Institute of Certified Public Accountants (CPA), a Member of the Canadian Institute of Chartered Accountants (CA), and a Member of the Society of Management Accountants in Canada (CMA). He gained his public accounting experience in Canada, following his M.B.A. and B. Comm. studies at the University of Toronto. He also completed the Advanced Courses in Theme Park Management at Cornell University and is a Certified Attractions Executive (ICAE) of The International Association of Amusement Parks and Attractions (IAAPA).

Ron Merriman

Revenue Operations



Ron brings over 18 years of industry experience to the ProFun Management Group team. Ron's prior experience has included senior executive positions at various expositions and mass attendance events as well as museums in the domestic and international markets. Ron is recently served as ProFun's Deputy General Manager of the Information and Communications Pavilion at the 2010 World Exposition in Shanghai. In this capacity, Ron oversaw the hiring and training of over 300 staff members and managed the operation of the Pavilion averaging over 15,000 guests per day.

As an independent management consultant Ron oversaw corporate development efforts for media and entertainment industry clients and served as the principal external advisor for a financial services company examining acquisition candidates. Additionally, Ron co-founded a management services company that provides Asian sourcing strategy and implementation services to US firms, developed Asian manufacturing and/or distribution strategy, and built and managed a team of market research and sourcing professionals.

After Ron's graduation from Dartmouth College, he continued his education at UC Berkeley where he earned a Master's Degree in Business Administration. After graduation, his position as Senior Strategy consulting executive where he managed over 30 accounts including Walt Disney, Spring, Sony and Microsoft. Ron was ranked in the top 5% of all Strategy Senior Managers within Accenture while at the firm.

Ron is currently located in Shanghai, China.

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John Hallenbeck

Facility Operations and Safety



John is the Vice President of Park Operations at Universal Studios Singapore, Southeast Asia's largest theme park.

Besides managing park operations at the movie theme park with 23 rides, shows and attractions, John also oversees team members from 28 nationalities, from Guest Services to Attractions Operations. He joined Resorts World Sentosa (RWS) in 2008 and was part of the pioneering management team that developed the theme park, seeing it

through to operation.

With more than 20 years of experience in theme park operations, from design to implementation, John has worked in all Universal Studios theme parks worldwide. Prior to joining RWS, he was the Director of Attractions Operations at Universal Orlando Resort, overseeing both Universal Studios Florida and Islands of Adventure.

John started his career as a sports broadcaster in 1990, before moving onto theme parks. He started as a ticket seller at Universal Studios Florida in 1992, and took on a supervisory role as Assistant Manager of Attractions Operations a year later. Between 1995 and 1999, he was project coordinator on the planning development team for Islands of Adventure, before moving to Japan for two years as Manager of Entry Operations at the first Universal Studios theme park outside of the United States.

Currently, John is the Chairman of the International Association of Amusement Parks and Attractions (IAAPA) Asian Advisory Education Committee, as well as a Member of the IAAPA Global Education Committee and the School Advisory Committee (School of Hospitality) of Republic Polytechnic in Singapore. He was also the Chairman of the Theme Park Advisory Board at University of Central Florida's Rosen College from 2007-2008, promoting theme parks within the hospitality industry.

He holds a Diploma in Communications and Broadcasting from the Broadcasting Institute of Maryland