

Franceen Gonzales, Executive Vice President, Business Development, Whitewater West Industries

Franceen Gonzales has outstanding credentials as a park operator and held top management positions at Golfland Entertainment Centers Inc., Waterworld Safari in Phoenix, Arizona, and Wet 'N' Wild Waterworld in Texas. She was previously Vice President, Risk Management and Waterparks, for Great Wolf Resorts where she was responsible for safety and risk management as well as waterpark operations and maintenance for the company's 12 waterpark resorts in North America.

Today, Franceen serves as the EVP of Business Development for WhiteWater West Industries Ltd., helping clients all over the world develop safe water parks that incorporate smooth operations and innovative high-quality products. She currently leads the Americas sales team.

She is a member of the IAAPA Global Safety Committee, has chaired the IAAPA Membership Committee, and served on the IAAPA Governance and Strategic Planning committees. Currently serving on the board of directors of AIMS (Amusement Industry Manufacturers and Suppliers) and NSPF (National Swimming Pool Foundation), Franceen teaches certifications such as the upcoming AIMS Pool Operators Certification Course. Franceen is also a former board chair and board member of WWA (World Waterpark Association) and the IAAPA board of directors.