

Mark Shaw: MBA/CXPA/FAIM/FIID

Company: Shaw Thing Consulting (www.shawthing.com.au).

Mark has over 28 years' experience at senior management level running leisure and hospitality businesses. His career includes stints as a former Merlin Entertainments Senior Commercial Manager (the 2nd largest family attractions group in the world behind Disney) and was Chief Executive Officer of multiple award-winning Australian theme park, Adventure World between 2010 and 2016 where he and his team almost doubled attendances and revenues in a 28-year-old business under his stewardship as well as having the business entered into the Australian Hospitality Association Hall of Fame and the Australian Institute of Management "Pinnacle" Award for Excellence in Customer Service, beating entries from a wide spectrum of industries both private and public in Western Australia.