

# IAAPA Institute for Attractions Managers

## Teaching Faculty – Biography



### **MARK E. DVORCHAK** **FINANCIAL MANAGEMENT**



#### **Managing Partner, Pro Forma Advisors LLC**

With nearly 30 years of experience in the entertainment and real estate industry, Mr. Dvorchak is an experienced land-use economist. His practice specialty is the analysis of integrated and unique projects combining traditional real estate development with entertainment land uses such as theme parks, casinos, and destination resorts.

Mr. Dvorchak is a founding partner of Pro Forma Advisors, having brought together experienced land use professionals over a decade ago to create a firm dedicated to independent market and financial analysis of land use. Pro Forma Advisors has completed over 700 studies on every continent. Prior to founding Pro Forma Advisors, Mr. Dvorchak was a Vice President at Economics Research Associates (ERA) where he was a principal in the Recreation Practice. He also was a Product Manager at Iwerks Entertainment working on product development and Location Based Entertainment. Prior to his graduate degree, he worked in technology for Andersen Consulting and Unify Software.

Mark received an M.B.A from the UCLA's Anderson School of Management in 1994 specializing in entertainment and strategy. He also has a B.S degree in Computer Science from the University of Illinois. Mr. Dvorchak represents Pro Forma Advisors in the Themed Entertainment Association (TEA) and International Association of Amusement Parks and Attractions (IAAPA). Mr. Dvorchak has presented and moderated panels at many industry events such as the Global Gaming Expo (G2E), the TEA Summit, and G2E Asia.