

## **SPEAKERS BIOS:**



### **PHIL HETTEMA – THE HETTEMA GROUP**

Phil Hetteema is the creative executive at The Hetteema Group, where the creation of totally unique experiential entertainment is the goal of each and every project. On a daily basis The Hetteema Group is immersed in storytelling and its intersection with technology.

Phil started his career in entertainment over 30 years ago as a designer at Disney. He moved on to production supervision for the Opening and Closing Ceremonies of the Los Angeles Olympics and the Statue of Liberty Centennial Celebration. During his 15 years at Universal he oversaw the development of hundreds of attractions and was the creative force behind 5 parks: Universal Studios Hollywood, Orlando, Japan, FiestAventura and most significantly the theme park for the 21st Century Universal's Islands of Adventure. In 2002, Phil formed his own company, The Hetteema Group, where a core team of designers, architects, illustrators, project managers and producers have recently worked on projects for MGM Location Based Attractions, Universal Creative, Tatweer, Samsung, the Chicago Museum of Science and Industry, Busch Entertainment, The National World War II Museum and DreamWorks Animation SKG. These projects are variously destined to entertain and enlighten visitors to destinations in New Orleans, Chicago, Hollywood, Singapore, Abu Dhabi, Dubai, and Korea. The Hetteema Group is responsible for the concept, design, production and installation of the National World War II museum's new effects film experience, "Beyond All Boundaries", due to open November, 2009.



**(SPEAKERS CONTINUED)**

**LINDA AND DAVE SMITH - SMITHINK**

*About the speakers: Linda Smith is President of Smithink and former Vice President of Brand Development for Busch Entertainment Corporation (BEC), parent company of SeaWorld, Busch Gardens, Discovery Cove and other popular entertainment destinations. Linda also led marketing strategic planning and consumer research & insight for BEC.*

*Dave Smith is CEO of Smithink and former Vice-President of Product Development & Entertainment for Busch Entertainment. As Executive Producer, Dave has been honored with THEA awards for the creation of Discovery Cove, Wild Arctic, Believe, Journey to Atlantis, Curse of DarkKastle and the Ireland realm at Busch Gardens Williamsburg.*

*Dave and Linda led the brand revitalization of SeaWorld during the 1990's and also led the teams that created many memorable attractions and new brands for BEC, including Discovery Cove and Aquatica in Orlando, Fla.*

*Most recently, Dave and Linda were Executive Producers for Worlds of Discovery Dubai.*

**(Additional speakers will be posted as confirmed.)**