

Phil Hettema

President and Creative Executive
The Hettema Group



His career spans 30 years in the worlds of experiential attractions and entertainment. Recognized as an industry leader for creativity in design and production and for innovative use of technology, his credits include the design and creative direction of hundreds of attractions, shows, master planning projects, and environmental experiences. Many of these featured award-winning breakthroughs in technical and creative achievement.

In 2002, Hettema founded Phil Hettema and Associates which was recently renamed The Hettema Group. Here he and his staff of veteran designers and creative artists are involved in numerous innovative, experiential projects ranging from the special large format theatrical film presentation for the National World War II Museum in New Orleans, the design of the Russian Jewish Museum in Moscow, the forthcoming Mars attraction for Chicago's Museum of Science and Industry to master planning and design of a wide variety of mixed-use, themed, retail, entertainment and dining destinations, resort and residential projects in the Middle East and around the Globe.

Prior to founding his own company, Phil Hettema was Senior Vice President, Attraction Development for Universal Studios Theme Parks Worldwide for over a decade. There he was responsible for the creative development of attractions and shows, master planning the ongoing development for all five Universal parks, He oversaw development of overall theme park concepts for domestic and international expansion for Universal Studios Hollywood, Universal Studios Florida, Universal's PortAventura (Spain), Universal's Islands Of Adventure (Florida), and Universal Studios Japan.

Phil began his career as a designer at Disneyland and Walt Disney World before going on to play a key role as production supervisor for major worldwide events such as the Opening and Closing Ceremonies of the Los Angeles Summer Olympic Games and the Liberty Weekend Statue of Liberty Centennial Celebration. His credits also include projects for Steven Spielberg, the Walt Disney Company, Dreamworks SKG, Sid and Marty Krofft, and David L. Wolper. He has been a guest lecturer at Carnegie Mellon University, USITT, IAAPA, KIN, and SIGGRAPH. Phil holds four patents for entertainment technology solutions and has been honored with numerous THEA awards from the TEA including THEAs for T2:3D (1997), FiestAventura (2000), The Amazing Adventures of Spider-Man (2000), and Universal's Islands of Adventure (2000).