



Eastern North America Candidate

James Anderson

Director of Project Development

FORREC Ltd.

Primary Location: Canada

Running for 1st term



ABOUT THE APPLICANT:

Given my 27 + years in the Themed Entertainment Industry, along with my passion for theme parks ever since the tender age of eight years old, I feel I have a great deal to offer the Association, its members, and the NextGens. I began my career at FORREC Ltd in 1996 after working for SimEx on a number of simulator projects, I had the great fortune at FORREC of working on a wide variety of project types throughout my career: from designing themed retirement communities such as The Villages in Florida; to directing the creative development in theme parks from LEGOLAND to Universal; to planning exhibits at museums like the Shanghai Science and Technology Museum; to developing immersive and exciting attractions including Dollywood's Mystery Mine and FireChaser Coasters. Not only have I worked on a wide range of different projects, I also had the opportunity to experience different roles throughout my career at FORREC: from Senior Designer, to Creative Director, through Project Management, to leading our Creative Studio of 20 people, to my current position of Senior Director of Visitor Attractions, a leadership and business development role. My exposure to diverse project types, roles, brands and people in the industry gives me a rich and varied experience, one that I like to share with those beginning their careers, the NextGens. I have participated in many SATE conferences and THEA awards through the years, and I had the pleasure of speaking three times at SATE conferences. The first was at the 2014 SATE in Sarasota, Florida, where I discussed methods of how to bridge the cultural divide when working with international clients. The second speaking opportunity was at the inaugural 2017 SATE Asia in Beijing, where I presented how to avoid cultural clichés in storytelling, focusing on character development, authentic settings, and effective methods of telling those stories. For SATE 2022, I led an Experiential Retail Panel discussing experiential trends in brick-and-mortar retail. I am also on a panel for SATE 2023 addressing community engagement in project design and implementation.

VISION FOR THE TEA

In my term as member of the TEA Eastern North America Board, my focus will be on how to increase our Educational Programming making it more accessible and inclusive. We will need to

look at different and innovative opportunities for students to increase their experiences and skill level. I also would like to strengthen the Canadian connection for the Eastern North American Board, as there is currently no representation from the True North. Not only would I represent Canada to TEA, but I would also raise the profile of TEA within Canada, through my day-to-day activities and organizing local events. I have begun to develop a Canadian TEA city event for Toronto that is well underway. The TEA has been a wonderful resource for me, providing the occasion to connect with both fellow colleagues and clients, increasing my knowledge and awareness of our amazing industry as well as providing insights to what we can collectively become. I would treasure the opportunity to give back to the TEA what I have received over my many years.

SKILLS AND CORE COMPETENCIES

My core competencies include: - Strong communication and meeting facilitation skills - An effective and compassionate collaborator, balancing the needs of a project while also letting individual team members make their own personal contributions. - Patient and able to keep calm under deadlines and project pressures. - Has an extensive network of industry colleagues. - Always has fun, whatever I am working on!