

AREAS OF EXPERTISE

- **Assessing, Launching and Managing Movie Theatres and Other Entertainment Projects**
- **Raising Funds Including Substantial Sponsorships**
- **Feasibility and Business Plans**
- **Producing Effective, High Profile Marketing and PR Programs**
- **Expertise with IMAX, 4D, regular theatre, planetariums & bowling**

CAREER PROGRESSION

Director Business Development & GM, 2006 –Present -Major Cineplex (Cinema, IMAX, 4D, and international development), **Concurrent Project Management and Consulting** - Aerens Entertainment (IMAX in India), Giant Screen Entertainment (IMAX in Trinidad), Shoemart (IMAX and Science Center in Philippines), Berjaya (IMAX in Malaysia), PVR (Bowling in India), E&S Planetariums in South East Asia

University Professor (Simultaneously)
Master in Marketing Program Thammasat University – Thailand (15 years)

Vice President Sales, South East Asia
IMAX Corporation 2001- 2006

Owner/GM
Omni Entertainment 1992 - 2000
Marketing and engineering services for entertainment industry in Asia.

President/Owner
Century Investments/Plantation Inn 1984-1992. Raised funds, designed, built and operated a successful boutique hotel in Maui

Rentalsman (Deputy Minister Equivalent)
1975-1984 - Head of Landlord and Tenant Law in British Columbia and Head Sherriff

Marketing Representative 1968-1975
IBM Canada

EDUCATION

MBA - 1985 - University of British Columbia
B.Sc. 1965 Honours Physics - UBC

AFFILIATIONS/INTERESTS

Professional Drummer
Scuba Diving Instructor
Various Charity Positions
Physical Fitness Passion

PROFILE

A highly experienced senior manager/consultant who uniquely combines marketing and finance skills in the entertainment industry. Professionalism combined with a youthful attitude and energy has led to multiple successful project launches often involving the raising of substantial cash and marketing sponsorship support. Typically engaged in multiple projects at any time, largely compensated on a performance basis. Specific expertise in launching and raising funds for IMAX Theatres and new projects.

SELECTED ACHIEVEMENTS

- **Opened, sponsored and launched 15 IMAX Theatres.** Managed (on behalf of the owners) all aspects of the opening and operation set up of IMAX theatres in Thailand, India, Philippines, Hong Kong, Malaysia and Trinidad. Did feasibility analysis for a variety of new projects. **Primary Results:** Raised cash sponsorship contracts totally about US\$25 million in value which, combined with creative marketing programs, has led to most theatres operating very successfully. Sponsorship contracts negotiated, drafted and accepted with major companies including large banks, large mobile phone servers, Nokia, Samsung, Panasonic, Unilever, Coke, Nestle, Atlantic, alcohol companies etc.
- **Launched and managed a wide variety of venues.** In addition to the IMAX theatres, personally directed launches of - a 4D theatre with \$500k sponsorship per year, of a Ripley's Believe it or Not Museum in Thailand, eight simulation theatres in Asia, a Science Center in Manila, two Planetariums in Asia, bowling centers in India, Bangkok's largest and highest income cinema complex, Maui's largest scuba diving operation, various amusement rides in Asia, a highly successful boutique hotel in Maui (Developer/owner of the Plantation Inn), a small ski lodge in Canada etc. Also raised sponsorship funds for many of these venues as well as raised sponsorship for a chain of fitness centers in Thailand. **Primary Results:** With the exception of some of the simulation rides, the venues have been successful for many years and continue to grow. Personally won the award for the best IMAX film launch in 2009, best overall cinema marketing program in Asia in 2010 and best IMAX theatre launch in the world (for Trinidad) in 2012.
- **Comprehensive career in education,** A long term passion with education has included over a decade as a professor/advisor on the Masters in Marketing program at a major Thai university, director setting up a B.Com program in English at a Thai university, writer of marketing courses, President of a large School Board, Treasurer of a school board, and teacher of a variety of business, marketing, statistics and math courses. **Primary Results:** Graduated top of MBA class, led a high school out of bankruptcy as Board Chairman, various awards from university for teaching, advisor for MIM groups that have won world championships (placing in top three in the world three times) and recipient of various marketing awards.
- **Rapid progression in the public service.** Rose from Manager of the Rent Review Commission in British Columbia, Canada to the youngest Deputy Minister equivalent appointment in Canada as head of landlord and tenant law, managing over 150 professional staff. **Primary Results:** One of the few public servants to propose legislation to the government that deregulated and eliminated my own high paid job.
- **Rose to second in sales performance in IBM for all of Canada.**