

**Phil Hetteema** is the President and Creative Executive of The Hetteema Group (THG). With a distinguished 40 - year legacy in themed entertainment, Phil leads a world class team of experience designers, architects, and media producers known for creating uniquely compelling guest experiences with great emotional resonance. Notable projects include One World Observatory at One World Trade Center; the High Roller Observation Wheel at The LINQ, Las Vegas; and Beyond All Boundaries at the National World War II Museum, New Orleans.

Prior to founding THG, Phil served as Senior Vice President, Attraction Development for Universal Studios Theme Parks. Responsible for attraction planning for all of Universal's parks worldwide, most notably he led the creative team that designed Universal's Islands of Adventure in Orlando, Florida. He subsequently served as Chief Creative Officer for location-based entertainment at DreamWorks Animation.

Phil attended Art Center College of Design in Pasadena, California. He has been a guest lecturer at Art Center, Carnegie Mellon University, SCAD, USITT, IAAPA, KIN, ICOM, SIGGRAPH, and TEDX. Phil holds four patents for entertainment technology solutions and has been honored with numerous Thea awards from the Themed Entertainment Association (TEA). In 2018, Phil received the prestigious Buzz Price award for Lifetime Achievement from the TEA. He is currently Board President of the Ryman Arts Foundation, which provides free art instruction programs, as well as, career and college preparatory counseling to talented high school students throughout Southern California.