

PRINCIPAL FOR A DAY

Phil Hetteema

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Phil Hetteema is the President and Creative Executive of The Hetteema Group (THG). With a distinguished 30- 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 forming his own company, Phil Hetteema was Senior Vice President, Attraction Development for Universal Studios Theme Parks Worldwide for 14 years. He was responsible for the creative development of all major attractions and shows, including Terminator 2: 3D, Jurassic Park, The Amazing Adventures of Spider-Man, Backdraft and many more. He oversaw master planning for all five Universal parks, including domestic and international expansion for Universal Studios Hollywood, Universal Studios Florida, Universal's PortAventura (Spain), and Universal Studios Japan, and, most notably, the conception and delivery of Universal's Islands of Adventure in Florida.

Phil is an alumni of ArtCenter College of Design, instructed courses at the institution and endowed a scholarship for Environmental Design. He has been a guest lecturer at Carnegie Mellon University, USITT, IAAPA, KIN, ICOM, SIGGRAPH, and at the TED Conference. Phil holds four patents for entertainment technology solutions and has been honored with numerous Thea awards from the Themed Entertainment Association (TEA) including Theas for One World Observatory (2016), Beyond All Boundaries (2010), FiestAventura (2000), The Amazing Adventures of Spider-Man (2000), Universal's Islands of Adventure (2000), and Terminator 2:3D (1997).

Bio Source: <http://thehetteemagroup.com/teams/>

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