

Dan Cockerell

Speaker, Consultant

Personal Info

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Date of birth

18 February 1969

WWW

Dancockerell.com

Facebook

<https://www.facebook.com/dan.cockerell>

LinkedIn

<http://linkedin.com/in/dan-cockerell-03a9436>

Skills

French, fluent

Spanish, conversational

Junior Achievement of Central Florida board member, 2001-2018 (Chairman, 2013-2014)

Chairman, Junior Achievement of Central Florida board, 2013-2014

Junior Achievement of Central Florida 2014 Henry Craig Leadership Award, outstanding volunteer leadership and board service

Florida Attractions Association board, 2008

Walt Disney World Executive Negotiating Committee, 2014, 2017

Walt Disney World Environmentalty Executive Champion, 2012-2015

Executive Co-Chair, Disney Young Professionals 2016-2018

Co-Chair, JA Leadership Council 2016-Present

Dan was born in Chicago in 1969. His father was an executive with the Marriott Corporation and as a result Dan moved frequently across the United States while growing up.

He attended Boston University, graduating in 1991, where he earned a Bachelor of Arts degree in Political Science. An avid rugby player, he was selected for the 1990 and 1991 USA Collegiate All-American Rugby team, and was captain of the 1991 team.

Dan's first experience working for Disney was as a cast member of the Walt Disney World College Program in Orlando in the summer of 1989, where he worked as a front desk host at the Contemporary Resort.

Upon graduation from Boston University in 1991, Dan moved to Florida and participated in the Disneyland Paris Management Trainee Program as a parking host at Epcot. In January of 1992, three months before the opening of Disneyland Paris, he transferred to France, where he remained for five years in various front line management roles. He and his wife Valerie, who was also with Disneyland Paris, moved back to Orlando in 1997. Since that time they have raised three children - Jullian, Margot and Tristan.

Dan has held various operations roles at the Walt Disney World Resort, both in the theme parks and resort hotels, and was the sixth executive to hold the position of Magic Kingdom Vice President since the park opened in 1971. He earned his MBA in 2001 at the Crummer School of Business at Rollins College.

Dan puts great value on spending time in the operation and frequently walked around the park, assisting Magic Kingdom cast members and interacting with the guests. He believes that building relationships is critical for leadership success, and his approachability in the workplace is a testament to his people-first philosophy.

In addition to his operational responsibilities, Dan has been a keynote speaker for the world-renowned Disney Institute for 18 years. He has addressed open-enrollment participants as well as attendees in customized programs including the USAA Bank, General Motors, the U.S. Department of State, the U.S. Army, the Southern Methodist University Business School, Porche AG, and United Airlines. He also participated in the Sodexo Quality Life Worldwide Conference Panel, moderated by Arianna Huffington, in 2015.

He served on the board of Junior Achievement of Central Florida from 2004-2018, and was Chairman in 2010.

After a fulfilling and exciting 26 career with the Walt Disney Company, and upon becoming empty nesters, Dan and Valerie made the decision to set out on a new adventure, balancing their time between Orlando, Florida and Boulder, Colorado. Dan has his own speaking, consulting company, and Valerie continues to facilitate Disney Institute programs in Orlando, as well as programs in French-speaking Quebec.

Experience

May 2018 - present
Proprietor
Dan Cockerell LLC
Teach. Counsel. Inspire.
Dancockerell.com

Aug 2015 - May 2018
Vice President

Keynote Speaker, Disney Institute

Women Unlimited Mentor, Guest Speaker

Magic Kingdom Park

Responsible for daily operations of Magic Kingdom Park in Orlando, Florida, 12,000 cast members, 600 salaried leaders. \$2.1B annual revenue, including admissions, attractions, retail, F&B, entertainment, guest services, premium services, and special events. \$314M operating cost base, 20M annual visitors. Responsible for long term growth strategy through commercial sensibility, creative development, operational excellence, and versatility.

Jul 2011 -
Aug 2015

Vice President

Disney's Hollywood Studios

Responsible for daily operations of Disney's Hollywood Studios park, including admissions, attractions, retail, F&B, entertainment, guest services. Worked on development team for master planning growth, and reimagination of the Studios, including Toy Story Land and Star Wars Land.

Feb 2009 -
Jul 2011

Vice President

Epcot

Responsible for daily operations of Epcot, including including admissions, attractions, retail, F&B, entertainment, guest services, as well as 3rd party operating participants, Epcot International Food and Wine Festival, and Epcot Holidays Around the World. Led and managed 3600 World Showcase cast member base from twelve different countries.

Oct 2007 -
Feb 2009

General Manager

Magic Kingdom Park Operations

Responsible for daily operations of Magic Kingdom Park operations including parking, ticketing, Main Entrance, Guest Relations, VIP tours, custodial, and attractions.

Apr 2006 -
Oct 2007

General Manager

Magic Kingdom Park Merchandise

Feb 2004 -
May 2006

General Manager

Disney's All-Star Resort

Responsible for daily operation and P&L of 5,760 room value hotel.

Aug 2002 -
Apr 2004

General Manager

Disney's Wilderness Lodge, Disney's Fort Wilderness Resort and Campground

Responsible for 729 room premium hotel, including concierge services, fine dining, table service, quick service, room service, recreation, retail, engineering, 181 room Vacation Club tower, as well as, 800 campsites/409 cabin campground, marina, recreation, and dinner show.

Jan 2001 -
Aug 2002

Rooms Operations Manager

Disney's All-Star Movies Resort

Responsible for front office and housekeeping operations for 1920 rooms with 22 salaried Cast Members.

Sep 1998 -
Jan 2001

Operations Manager

Epcot Park, Future World Center, Future World South

Responsible for attractions, F&B custodial, retail in central Epcot Park Future World. Including two QSR locations, annual revenue plan of \$18M, 16 retail locations, \$19M, 600 Cast Members, 28 salaried. Test Track attraction opening team.

Dec 1996 -
Sep 1998

Operations Manager

Epcot World Showcase, South

Responsible for daily operations of 4 pavillions; leading and managing

international cast members from 3 countries.

Japan, American Adventure, Italy, Germany. Responsibilities; table service, QSR, retail, operations, custodial. Managed relationship with Japan Mitsukohsi Corporation, Italy Alfredo's operating participants.

Jan 1992 -
Dec 1996

Disneyland Paris Resort

Assistant Manager

Various frontline, assistant manager roles; parking, ticketing, guest relations, human resources, and F&B.

Education

Sep 1987 -
May 1991

Boston University, BA, Political Science

United States Collegiate All American Rugby Team, 1990, 1991 (Captain)

Sep 2001

Crummer Graduate School, Rollins College, MBA

Masters of Business Administration

PMBA Class 19, Graduated 2001

Mar 1999

Wharton Business School Executive Program

Creating Value Through Financial Management

Apr 2000

Gallup Organization

High Impact Management Program