

The Disney Parks Approach to Operations Management

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Erin Wallace serves as Senior Vice President of Operations Integration Line of Business for *Walt Disney Parks & Resorts*. Erin's domestic responsibilities for both the *Walt Disney World*® Resort and Disneyland Resort include attractions, lodging, entertainment/imaging, merchandise development, food & beverage and merchandise, animal programs and environmental initiatives, operating labor, industrial engineering, operations learning and development, and business optimization.

Prior to her current role, Erin was the Senior Vice President of Operations for the *Walt Disney World*® Resort maintaining responsibility for the operation of twenty-two resorts, four theme parks, two water parks, and *Downtown Disney*® Area. In addition, Erin's responsibilities included Walt Disney World attractions, entertainment, food & beverage, merchandise, transportation lines of business as well as the College & International Student Housing program.

Having been with the *Walt Disney World*® Resort for more than twenty-four years, Erin has earned the respect and support of her leaders, peers and direct reports alike as she has worked her way through a variety of roles spanning both staff and operating areas.

Erin began her career in 1985 as a manager in Industrial Engineering, and then became Director of Industrial Engineering before transitioning into Operations as general manager for *Disney's All-Star Resorts* in 1995. In 1997, she participated in the opening of *Disney's Animal Kingdom*® Theme Park as the general manager of Theme Park Operations. Erin's promotion to vice president of Resorts in 1998 was followed by her return to theme parks when she was named vice president of the *Magic Kingdom*® Park in 2000. Erin was promoted to senior vice president of *Walt Disney World*® Operations in 2001, and she assumed full responsibility of the *Walt Disney World*® Operations Team in 2003.

A native Floridian from St. Petersburg, Erin graduated with honors from the University of Florida. She earned her MBA from Rollins College Crummer School of Business in 1993. In 2006, Erin had the honor of being inducted into the Crummer Graduate School of Business Alumni Hall of Fame. In 2006, Erin was presented with the Institute of Industrial Engineer's Medallion Award and the Society of Women Engineer's Upward Mobility Award.

Erin is an active member of the Central Florida community serving on several boards and committees both academic and civic in nature. She is on the Board of Advisors for the School of Industrial Engineering at the University of Florida and is Chair of the Rollins College Crummer Graduate School's Board of Overseers. Erin is a prior board member for Big Brothers/Big Sisters of Central Florida where she had served as vice president of the Executive Committee. She is also a member of the Institute of Industrial Engineers (IIE) and the Society of Women Engineers (SWE).

Dedicated to her family, Erin and her husband Steve have two children, Shea and Molly. The family enjoys spending time together, traveling and attending the children's sports activities.

