



Larry A. Davis
Los Angeles CA 90065

summary

Internationally experienced and results-oriented Manager with demonstrated success in all phases of themed entertainment environments. Highly creative with strong expertise in design and fabrication of specialized theming, fixture elements & hardware systems, and interchangeable graphic displays. A proven team leader with excellent design, technical and communication skills.

key qualifications

Department Management

AOP, 5 & 10 Yr Capital Planning
SOP Design & Implementation
Resource Development
Budget/Formulating/Tracking
Direct Report Accountability

Vendor Management

Drawing/Blueprint Review
Bid Process & PO Tracking
Structural Engineering
Quality Control

Design, Project Management

Design Direction, Team bldg
Forming Execution Teams
Art Direction/Installation
Scheduling / Budget Tracking

recent professional experience

The Disneyland Resort, Anaheim, CA

Senior Operations Manager, Store Development – Disneyland Resort (2004 to present)

Responsible for funding acquisition, design and execution for new store development, existing location remodels and all fixture and hardware upgrades in merchandise locations throughout the Disneyland Resort – including; Disneyland, Disney's California Adventure, Downtown Disney and the Resort Hotels. Also responsible for design and implementation of graphic support for new initiatives, synergy and Visual Presentation. Designated as the single point of contact to drive all Merchandise location re-designs as part of the billion dollar DCA Expansion project, which includes locations in the new Pixar Cars Land. Currently manages one Senior Manager, three project managers, two design managers and a department coordinator. In just over three years, responsible for (among others):

- Completing major Capital remodels for the Main Street Crystal Arcade, Emporium Toys and Books Room, New Century Jewelry, Main Street Photo, Main Street Mad Hatter, Pieces of Eight / Royal Street Courtyard / Port Royal, and Fantasyland Mad Hatter.
- Design and execution for two new "attraction related" retail shops – Tower of Terror (floor fixtures only), and Store Command at the exit of Buzz Lightyear Astro-Blasters.
- Design and execution of two "ground-up" Capital remodels – TomorrowLanding (former site of Radio Disney), and "Disney Vault 28", in Downtown Disney, as a trendy Boutique shop.
- Opening and re-purposing three "closed" retail locations – La Masquerade in New Orleans Square (formerly a hat shop, re-opened as a Pin destination), Briar Patch in Critter Country (formerly a general merchandise shop, re-opened as a head-wear shop), and a former ticket booth in Downtown Disney, converted to an in-door / out-door shop - Disney's Pin Traders.

- Re-fixturing / re-purposing five existing locations to showcase different merchandise assortments – P.T. Flea (in DCA), and Bonanza Merchantile in Frontierland were both converted from general merchandise to Pin Locations, Le Boutique de Noel was converted from a Christmas Ornament shop to a Nightmare Before Christmas shop, Geppetto’s was re-opened as a Holiday ornament shop, and Westward Ho went from a candy shop to a head-wear shop and eventually to a Holiday ornament shop.

Aside from the list above, responsible for processing (in three years) over three thousand daily requests for hardware, fixtures and graphics.

In the process of moving Merchandise LOB projects forward, formed valuable working relationships with GRD (Global Retail Development) in Orlando, FAM (Facility Asset Management), WDI-Anaheim and WDI-Glendale.

The Disney Store, Inc., Glendale, CA

(1991 to 2004)

Manager, Production/Fixtures/Theming

(2000 to 2004)

Simultaneously analyzed and implemented a successful plan to build the interior elements of two prototype stores while aggressively value engineering and moving forward with 33 additional new stores of the same design.

Drove the development of value engineered fixture, hardware, sign-holder, theme elements, and graphic programs from prototype to rollout, resulting in an approximate 25% overall cost reduction.

Spearheaded organizational efforts to combine Theme and Fixture production functions resulting in improved efficiency and Store Design elements while reducing department headcount by 40%.

Developed the Standard Operating Procedures for the combined departments resulting in clear accountabilities for all department members.

Led implementation of the “New Initiative” program, including rolling back cross-functional initiatives to existing 400+ chain, such as, Nesting Table sets, Themed Castle Fixtures for Theme Park Ticket sales, etc., without adding additional headcount.

Implemented a program partnering with Disney Auctions and eBay to auction Disney “Theme” characters that were being eliminated from store closures, resulting in department revenue averaging from \$20,000 to \$80,000 per year.

Drove the development of Theme and Wall-covering Installation Manuals, as well as the Fixture Reference Guide thereby eliminating the need for a Disney representative to be on site for art direction at each location, resulting in a \$3,000 to \$5,000 savings per project.

Art directed installations for special projects such as Maihama in Tokyo, Champs Elysees in Paris, Ala Moana in Hawaii, 42nd Street in New York, Michigan Ave. in Chicago, and The Disney Store in Florence, Italy.

Manager, Production/Concept Design

(1997 to 2000)

Managed the worldwide production, logistics and installation for themed and proprietary store design elements.

Drove the development of value engineered theme elements from prototype to rollout, resulting in a 40% overall reduction of per project costs.

Implemented and supervised a warehouse inventory program for theme orders resulting in a 20% decrease in costs through quantity purchases.

Designed and instituted a method of duplicating hand painted wall-coverings and Disney murals, reducing overall wall-covering costs by 50%.

Managed production and installation of proprietary architectural elements such as the entire storefront for the Michigan Ave. project in Chicago, including custom bronze chandeliers, and lighting sconces, sculpted character relief column and proprietary terra cotta tiles.

Project managed a yearly rollout program for up to 100 projects worldwide in a single year while Partnered with Store Design, Construction, Visual Merchandise, and Operations in a multitude of team efforts.

Senior Project Manager (1994-1997)

Project Manager (1992-1994)

Production Artisan (1991-1992)

LARRY A. DESIGNS, Los Angeles, CA 1986 - 1991

President/Owner

Sole proprietor for multi-level design and fabrication studio

DISNEYLAND, Anaheim, CA 1980 - 1986

Production Artisan, Show Development, Entertainment/Art Department

CALIFORNIA STATE UNIVERSITY, Long Beach, CA 1981 - 1984

Part Time Instructor, Fine Arts

Education

California State University, Long Beach, California, M.F.A.

Youngstown State University, Youngstown, Ohio, B.F.A.

References

Upon Request