



PETER MCGRATH

CREATIVE DESIGN & PRODUCTION EXECUTIVE

From Vision + Concept to Execution of Transformative Built Experiences

Leadership Expertise

Visionary, creative executive harnessing a whole-brained approach to driving design innovation and steering initiatives to successful completion. Boundless creativity complemented by rigorous technical and engineering background. Adept at pushing boundaries while aligning efforts with strict budget and scheduling parameters.

Systems-thinker and executive collaborator able to deliver experiences that elevate brand awareness, delight and inform guests, and offer fresh perspectives via visual and artistic storytelling.

Innovator and change agent who drives conception and execution of multibillion-dollar projects across the globe. Experience living and working in Asia, Europe, and North America. Diversity and inclusion champion passionate about developing the next generation of creative, diverse talent.

Career Highlights

- Realized billions of dollars in themed entertainment attractions as head of Walt Disney Imagineering's global creative studio.
- Architected programming to foster culture of diversity, inclusion, and creative exploration for 3K Imagineers.
- Reorganized 300-person creative studio for multibillion-dollar Freeman Company to drive exceptional creative design and delivery.
- Ideated game-changing artificial intelligence (AI) design tool for one of America's largest engineering institutions.
- Played key role in building multibillion-dollar theme parks, including Disneyland Paris, Tokyo Disney Seas, and Shanghai Disneyland Resort.

Credentials

Bachelor of Science, Engineering | Trinity College, University of Dublin, Ireland

Design & Architecture | Design Center—Pasadena, CA

Project & Construction Management | University of California—Los Angeles

Leadership & Business Management | Harvard University

Industry Affiliation & Licensure

International Board Member (2008–2014) | Themed Entertainment Association (TEA)

Chartered Engineer (U.S. P.E. equivalent) | European Engineering Institute / Institute of Engineers of Ireland

Contact Information

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- Creative Direction
- Creative Producer
- Experience Design
- Executive Leadership
- Organizational Development
- Strategic Planning
- Coaching
- Design & Project Management
- Budget Oversight
- Talent Management & Development
- Diversity & Inclusion
- Global Expertise
- Solution Design & Delivery
- Cross-Functional Collaboration
- Team Leadership & Engagement