



Sunland, CA, USA

M 818.331.1902

Peter@ZaPInkStudios.com

Peter McGrath

Bio

Peter McGrath has just completed a three-year assignment from 2021 to 2024 in the Kingdom of Saudi Arabia for The Red Sea Global Company, leading the development of pioneering, one-of-a-kind tourism destinations in the Red Sea. The developments are currently confidential; however, several similar resorts are in the public domain and under construction. Peter's experience in creative, innovative, and technically challenging projects suited him for the role of leader of development for these projects. While working on these projects in the country, Peter led many internationally recognized architectural design and engineering firms through pre-concept competitions to successfully present to His Royal Highness, Mohammed Bin Salman, for approval and advancement through concept and schematic design.

Peter McGrath co-founded ZaP Ink Studios in early 2019, an experience design studio bringing the stories of brands and places to life through a multi-sensory design philosophy. This philosophy harnesses his 33-year experience in themed entertainment design and corporate brand marketing to innovate new lifestyle experiences that appeal to the consumers and guests of tomorrow.

Since its founding in 2019, ZaP Ink Studios has been engaged in various projects ranging from Executive Producer for several international theme parks for Paramount Pictures based in London, South Korea, and China, to creating an AI-powered design tool to build and experience cities of the future, both on and off-planet, for the American Society of Civil Engineers, reaching out 50 years to 2070 and beyond. The studio also led the development of a Covid-19 coronavirus response project to create a high-speed, high-capacity, modular, mobile virus drive-through and walk-in testing laboratory.

Peter headed up the creative studio of Freeman Company worldwide. He was the SVP of Creative, charged with extending Freeman's design capability into new realms and forging new paths with corporate clients and institutions, bringing the medium of live brand experience to the events and expositions industry.

Previously, Peter led the creative studio of Walt Disney Imagineering as Executive of Creative Development – the creative division of Walt Disney Parks and Resorts worldwide – in Glendale, California, bringing more than 25 years of Disney experience to his role. In this role, Peter was responsible for providing creative development and leadership through talent casting, idea generation and sustainment, concept design, creative direction, show

producing, dimensional design, pre-visualization, and integration of strategic alliance partnerships.

Peter started his career with Walt Disney Imagineering in 1989 in Paris, where he was a project engineer for several rides and attractions in Fantasyland. He was involved in the design phase of the originally planned MGM Studios for Paris in 1993 and contributed to the expansion plan for Paris in 1994.

During the design and construction of Tokyo DisneySea, Peter spent five years in Los Angeles and Tokyo as Director of Design Management and functioned as a project manager for four of the lands at Tokyo DisneySea through 2001. He spent several years directing the design of Hong Kong Disneyland Resort before rejoining Disneyland Paris in 2004 as Executive Creative Director, leading the Creative Imagineering group in Paris. In 2008, Peter returned to Walt Disney Imagineering, Glendale, and led the Creative Studio providing content to all Walt Disney Parks and Resorts worldwide through talent casting and creative development management. In 2015, Peter expanded his role to include the talent development strategy for all 3,000 Imagineers worldwide..

Experience

2021-2024

Executive Director of Development at Red Sea Global –

Led the development of several unique, one of a kind confidential regenerative tourism destination resorts in the Red Sea as part of the Saudi Arabian Public Investment Fund (PIF) Vision 2030 for the Kingdom. Specializing in Ecologically driven developments that focus on people and planet and that leave the chosen sites better off than how we found them.Led multiple international award winning architectural design and engineering firms through design competitions to gain approval by His Royal Highness to proceed through concept and schematic design.Companies such as Foster+Partners,BIG, Killa Design, Oppenheim, DA Collective, MAD and Ove Arup to name a few.

2019 -2021

Co-Founder and CEO of ZaP Ink Studios. Experience by design –

Senior Executive Producer on 3 International Theme Parks for Paramount Pictures in London, South Korea and China.

Creative Director and Executive Producer for the American Society of Civil Engineers project called “The future World Vision Experience” Project.

Project lead for a high speed mobile virus testing and vaccination lab to combat the Covid 19 Corona virus.

2016-2019

Senior Vice President, Creative - The Freeman Company –

Led the Creative studio (350 designers) for the Freeman company bringing Live Brand Experience design to the event Industry with a focus on elevating the brands of major Fortune 500 corporations through 5 senses design that brings brands to life. Eg: Porsche, Microsoft, Disney.

Active member of Bruce Mau's Freeman Leadership design council, a group of global design visionaries and leading experts brought together to work collaboratively and to push the future of design for brand experiences.

2008-2016

Creative Studio Executive, Walt Disney Imagineering – Vice President-

Peter led the Creative studio at Imagineering with over 450 people worldwide providing content generation and review through talent casting and development, project review and sustainment touching all projects in the creative pipeline (over \$8billion of projects), some of which are outlined below and are shown in the attached project photo image resume:

New Fantasyland, Walt Disney World.

Carsland, Buena Vista street, The little Mermaid Ride, Disney's California Adventure

Toy story Playland, Grizzley Gulch and Mystic Manor, Honk Kong Disneyland

Avatar, Disney's Animal Kingdom, Walt Disney World.

Shanghai Disneyland Resort, Shanghai, China.

Two Disney Cruise ships. Disney Dream and Disney Fantasy.

Disney's Aulani Resort and Spa, Hawaii.

Disney Springs, Retail, Dining and Entertainment at Walt Disney World.

In 2015 Peter led Imagineering Talent development strategies around **connecting** to the culture and community of creativity, **Giving** back to the local communities while enriching Imagineers working experience, **Growing** talent through external exchanges and project pursuits and training today's generation of Imagineers through global **learning** and development programs and knowledge transfer initiatives impacting the lives of 3000 Imagineers worldwide. Initiated annual Diversity of thought conference, IDEATE, and launched Project 52 a global training and culture program.

2004-2008

Executive Creative Director, Walt Disney Imagineering Paris –

Led the local team of 35 Imagineers in the sustainment and development of the resort in partnership with the operator.

2001-2004	<p>Executive Design Management, Walt Disney Imagineering Hong Kong – Led the design of two lands within Hong Kong Disneyland, Fantasyland and Adventureland (\$300million project value).</p>
1996-2001	<p>Executive Design Management, Walt Disney Imagineering Tokyo – Led the design of four lands within Tokyo Disney Seas; Mermaid Lagoon, Arabian Coast, Lost River Delta and Port Discovery (\$1 billion projects value).</p>
1994-1996	<p>Senior Project Manager, LEGOLand Windsor England & Carlsbad CA – Employed by Leher McGovern Bovis and seconded to Lego Management as a Project manager for the LEGOLand Parks at Windsor, England and Carlsbad, California.</p>
1989-1994	<p>Project Engineer, Walt Disney Imagineering Paris– Was lead Project Engineer for several attractions within Fantasyland at Euro Disney, now known as Disneyland Paris Resort.</p>
1987-1989	<p>Hoare Lea and Partners, Bristol England – Junior Mechanical and Electrical Building Services Engineer leading projects including water park leisure center and several office buildings throughout the UK.</p>
Education	<p>Trinity Collage University of Dublin, Ireland – Bachelor of Science Degree in Engineering, Building Services BSc-Eng _ 1986</p>
Institutions	<p>Chartered member of The Institute of Engineers of Ireland. Professional Engineer. C.Eng, MIEI, Euro Eng. Two term 6 year member of The International Board of The Themed Entertainment Association. TEA.</p>