

With over 38 years of leading countless teams to successfully create and produce world class shows and entertainment. Mitch has never lost sight of how story drives technology, and when they work together seamlessly, that's where the magic is made.

Whether it is a multi-million dollar theme park project, or scrappy but high-minded theater, there is nothing better than making that magic happen by assembling like-minded superstars, helping them dream, and creatively solve complex technical and operational challenges along the way.

Experience

2017 - Present

Principal - Wonder-Worx

- Multiple entertainment development package consultations.
- New theater build-out and church AV build outs and expansions.
- Created and Produced new video-based dance party for science center
- Developed new full-scale stage production for science center
- Mounting of high-profile entertainment walk-through experience
- Large scale parade project for world class entertainment company (EXPO 2020)
- Project Lead, major float fabrication of 7 floats (Magic Happens)
- Project Lead, scenic fabrication and installation (Snow White attraction)
- Major "mobile" animatronics figure project (Jurassic Live on Tour)
- Major animatronics project (Secret Life of Pets)
- X-Prize 2017, Creative Director; lawn event and "Future of Housing" experience

2017 - 2018

Director of Entertainment Production- Knott's Berry Farm

- Manage Internal Production Group – scenic fabrication, lighting, FX, audio, paint, props
- Drive overall production schedules, budgets, and manage Production and Tech Operations

2015 - 2017

Principal Technical Director – Disney Creative Entertainment

- Manage Disneyland Resort Technical Director staff assignments
- Support Resort Technical Directors with project oversight
- Provide early project development feasibility and preliminary estimates

2007 - 2016

Senior Technical Director – Disney Creative Entertainment

- Build and manage project technical teams and show budgets
- Create scope of work and bid packages, manage vendors and technical team through project build and show installs
- Walt Disney Company - Parades Subject Matter Expert, Disney Global Standards development

Shows/Atmosphere: Frozen – Live at the Hyperion, Fantasmic!, Mad T Party, ElecTRONica, Glowfest, "Celebrate" Resort Décor, Tangled Meet & Greet

Parades: Paint the Night – HK Disneyland and Disneyland (*THEA award*), Festival of Fantasy Parade (Magic Kingdom), DCA Parade Route Expansion Project, Celebrate A Street Party, Phineas and Ferb Street Party, Viva Navidad

Mitch Atkins - Experience continued

2006

Producer – Disney Creative Entertainment

- Lead Project Teams and driving creative process while regularly reporting to Executives

Projects: Year of a Million Dreams Resort Décor, Finding Nemo Submarine Voyage Queue Entertainment

2001 – 2005

Technical Director – Disney Creative Entertainment

Shows/Atmosphere: Haunted Mansion Holiday (*THEA award*), Fantasmic! New Barge Development and Build, Small World Holiday Scenic Upgrades, Tower of Terror (overlay development), Multiple Photo Locations

Parades: Parade of Dreams, Muppets Pre-Parade, Lotso Truck, Christmas Parade (multiple new float units), Superstar Parade (development), Worlds of Wonder Parade (development), Electrical Parade Relocation to WDW, Disney's Electrical Parade (New Tinkerbell float and major upgrade), "Up" Pre-Parade, Grand Marshall Car Build, Synergy Float Build, Eureka Parade, Fleet Wide Fail-Safe Brake Project, Flex Chassis Development and build, Cars Vehicles, High School Musical.

2003 – 2022

Founder/Artistic Director/Technical Director – Musical Theatre Orange County

- Manage annual business operations of 501c3 organization
- Develop volunteer and fundraising base, interview/hire directorial staff for productions
- Guide creative and production process through mounting to ensure a cohesive vision

Recent Shows: Disney's The Little Mermaid, Disney's Beauty & The Beast, Disney's Mary Poppins, Disney's Tarzan, Hairspray, Joseph & The Amazing Technicolor Dreamcoat

Journey to Christmas: created/directed/produced an original Christmas Production enjoyed by over 15,000 attendees

1987 – 2001

Technical Designer – Disneyland Entertainment

- Parade of the Stars, Millennium Parade Development, Mulan Parade, Light Magic

Supervisor/General Foreman/Technician

- Aladdin's Oasis Project, Pirates of the Caribbean Show Upgrades, Park-wide Crew Leadership

Related Past Experience

- Disney Leadership Development and Management Training Programs
- Technical Director/Lighting Designer (100+ shows) at multiple theater venues
- Effects Designer, Animation Mechanic, Electronic Technician, Recording Studio Engineer