



## BRIAN COLLINS

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# BIOGRAPHY

**A former Walt Disney Imagineer**, Brian helped create the magic for virtually all of Disney's Florida theme parks. As a master storyteller, he engaged in a variety of creative development projects including writing scripts and spiels for some of the world's most beloved attractions. However, his depth of expertise reaches well beyond the realm of pixie dust, fairy tales, and delivering world-class entertainment.

Over the course of his fascinating career, **Brian has produced work for a who's-who list of corporations**, as well as small entrepreneurial ventures. **He is an expert on immersive experiences and environments**. This, combined with Brian's love and deep understanding of new and emerging technologies, and, most importantly, how they apply to business, entertainment, education, and beyond, is the trademark of Brian's work. Given that, a "normal" day for him might include exploring augmented reality, synthetic environments, generative A.I., holograms, haptics, or some other exotic "sci-fi" tech that's out there...or on the way.

**A passionate educator**, Brian was a founding member of the Central Florida STEM Education Council. He has served on the faculty at several schools and is **currently a full-time Instructor at the University of Central Florida where he teaches a variety of courses related to theme park, experiential, attraction, and event design** to the "next generation". He is also a **co-founder of the Ensō Education Institute, a think tank designed to explore ways that education can be improved, transformed, and disrupted**. In addition to his academic and educational work, he is a **sought-after Innovation Consultant through his practice known as The Brainstorm Institute**.

**Brian's remarkable career has been built on 3 diverse yet interconnected pillars: Innovation, Education, and Emerging Technologies**. Drawing on expertise from any one, or all three of these, this dynamic fusion has fueled his work and allowed him to deliver **unique and exciting solutions to a wide variety of global clients and verticals including entertainment, consumer products, military, and much more**. Brian also serves on the advisory boards of various tech-based start-ups, further solidifying his position at the forefront of innovation. He is **an accomplished speaker** and has graced stages across the globe. **His presentations have captivated audiences in Canada, Denmark, Holland, Mexico, Dubai, and beyond**.

In addition to The Brainstorm Institute, Brian formed WDWWithMe.com to further leverage his background as a Disney Imagineer. He has a large social media following, **is often interviewed on podcasts**, and is a former columnist for WDW Magazine.

Brian earned his master's degree in marketing from Webster University where he was a Distinguished Graduate. His Bachelor of Arts degree in Advertising was awarded by Texas Tech University. He is also an officer in the United States Air Force auxiliary (Civil Air Patrol), qualified in aerial photography and air search-and-rescue and previously served as the FL Wing's Director of Aerospace Education.

On a personal note, Brian is active in his synagogue, claims to be a heck of a good cook, and loves Belgian chocolate... but then again, who doesn't?