

RYAN TIFFIN

Orlando, Florida | 501-317-0800 | ryan@ryantiffin.com

OPERATIONS | GUEST EXPERIENCE | THEMED ENTERTAINMENT LEADERSHIP

Operations and guest experience leader with 10+ years of experience across themed entertainment, immersive attractions, tourism, hospitality, exhibitions, and destination experiences. Proven track record leading multi-department operations, improving guest satisfaction, driving revenue growth, optimizing workforce performance, and developing service cultures that support exceptional guest experiences. Experienced managing large-scale entertainment environments, cross-functional teams, operational excellence initiatives, and brand standards while balancing financial performance with memorable guest engagement. Recognized for combining operational discipline with creative problem-solving, entertainment expertise, and experience-driven leadership.

CORE COMPETENCIES

Operations Management | Attractions Operations | Guest Experience Leadership | Entertainment Operations | Multi-Site Leadership | P&L Management | Revenue Growth | Workforce Planning | Team Development | Operational Excellence | Guest Satisfaction | Service Culture Development | Strategic Planning | Business Process Improvement | Cross-Functional Leadership | Performance Management | Event Operations | Experience Design | Customer Retention | Loyalty Programs | Hospitality Operations | Budget Management | Vendor Management | Stakeholder Relations | Community Engagement | Safety Compliance | Organizational Leadership | Change Management

PROFESSIONAL EXPERIENCE

INCREDIBLE FOOD & FUN | Springfield, Missouri

Vice President of Brand Strategy & Guest Experience

January 2025 – Present

- Lead enterprise-wide guest experience strategy and operational alignment across multiple entertainment venues.
- Direct cross-functional leadership teams responsible for operations, guest services, sales, and organizational performance.
- Spearheaded the organization's 25th Anniversary transformation initiative, modernizing guest-facing experiences and operational standards.
- Drive revenue growth initiatives through guest experience enhancements, loyalty programs, and operational optimization.
- Oversee P&L performance and business metrics across multiple locations.
- Developed and implemented an integrated guest loyalty platform designed to improve retention and increase lifetime guest value.
- Utilize guest journey analytics and operational performance data to improve guest satisfaction, consistency, and service delivery.
- Establish operational standards that align culture, employee engagement, and guest experience objectives.

EXHIBITION HUB | Little Rock, Arkansas

Guest Experience Manager

October 2024 – January 2025

- Directed day-to-day operations for a large-scale immersive exhibition experience.
- Managed guest services, admissions, retail operations, VR experiences, security, facilities, staffing, and daily financial performance.
- Restored operational efficiency and profitability through process improvements, accountability measures, and service enhancements.
- Led cross-functional teams responsible for delivering exceptional guest experiences in a high-volume attraction environment.

- Implemented revenue optimization initiatives that produced the highest-performing Black Friday results across domestic and international Van Gogh exhibition markets.
- Served as operational liaison between international production teams, executive leadership, and local staff.
- Coordinated guest experience initiatives and community engagement efforts that increased attendance and local visibility.

ARKANSAS DEPARTMENT OF PARKS, HERITAGE, AND TOURISM | Little Rock, Arkansas

Deputy Chief of Communications

November 2023 – November 2024

- Supported statewide tourism, parks, and heritage initiatives serving millions of visitors annually.
- Collaborated with executive leadership on strategic initiatives focused on visitor engagement, public experience, and organizational effectiveness.
- Assisted in managing initiatives connected to a \$25 million statewide tourism promotion budget.
- Led cross-functional teams responsible for public-facing communications, digital engagement, and visitor awareness campaigns.
- Generated more than 50 million earned media impressions through strategic communications and stakeholder engagement initiatives.
- Improved organizational workflows, project management systems, and cross-department collaboration processes.

CINEMARK | Plano, Texas

Communications Specialist & Workforce Planning Coordinator

January 2022 – December 2023

- Supported enterprise operations across Food & Beverage, Theatre Operations, Loyalty, Marketing, and Corporate Services divisions.
- Developed workforce planning and communication systems supporting hundreds of theatre locations nationwide.
- Improved operational efficiency through structured communication processes, workload forecasting, and performance management practices.
- Partnered with operational leaders to implement field-ready solutions supporting business objectives and guest experience goals.
- Delivered leadership training and communication resources to support organizational consistency and execution.

WEST ORANGE CHAMBER OF COMMERCE | Winter Garden, Florida

Marketing & Communications Manager

June 2021 – June 2022

- Managed strategic initiatives supporting member engagement, community partnerships, and organizational growth.
- Led cross-functional projects involving event planning, stakeholder management, communications, and public engagement.
- Coordinated large-scale events, business development activities, and community outreach initiatives.
- Developed operational processes that improved project execution and organizational effectiveness.

WALT DISNEY WORLD RESORT | Orlando, Florida

Housekeeper – Disney's Wilderness Lodge

May 2021 – December 2021

- Delivered exceptional guest service within one of Disney's premier resort operations.
- Maintained Disney quality and operational standards in a high-volume hospitality environment.
- Contributed to guest satisfaction through attention to detail, efficiency, and service excellence.

Merchandise Host – World of Disney

January 2016 – March 2016

- Provided guest service in one of the highest-volume retail locations within Walt Disney World Resort.
- Maintained operational standards, inventory presentation, and guest interaction excellence.

ENTREPRENEURIAL LEADERSHIP & ENTERTAINMENT OPERATIONS

Ryan Tiffin Media

Founder | Entertainment Producer | Event Host

2010 – Present

- Built and managed a successful entertainment and personal brand serving private events, hospitality venues, corporate functions, and destination experiences.
- Produced and executed live entertainment experiences focused on audience engagement and guest satisfaction.
- Managed event logistics, production coordination, vendor relationships, client management, and operational execution.
- Developed long-term client relationships through exceptional service delivery and experience design.
- Created scalable entertainment experiences resulting in repeat business and audience loyalty.
- Utilized audience insights and performance metrics to continually improve event quality and guest engagement.
- Established a recognized reputation for creating memorable, high-energy guest experiences across diverse audiences.

PUBLICATIONS

The Soundtrack of Chasing Magic

Author

- Conceived, wrote, published, and promoted a book focused on creativity, storytelling, personal growth, and pursuing meaningful experiences.
- Managed all aspects of publishing, branding, audience engagement, and promotional strategy.

EDUCATION

Northwest Arkansas Community College | Business Administration Coursework

PROFESSIONAL AFFILIATIONS

- IAAPA (2024–Present)
- Themed Entertainment Association (2025–Present)

SELECTED CAREER ACHIEVEMENTS

- Led a major organizational transformation initiative for a 25-year entertainment company.
- Oversaw guest experience and operational strategy across multiple entertainment venues.
- Generated 50+ million earned media impressions supporting statewide tourism initiatives.
- Delivered record-setting revenue performance within an international immersive exhibition network.
- Designed and implemented guest loyalty and retention programs to increase customer lifetime value.
- Built and operated an entertainment brand serving audiences through live events, experiential programming, and guest-focused engagement.
- Published a commercially available book demonstrating thought leadership, storytelling expertise, and entrepreneurial initiative.