

Michael Haimson



SUMMARY

- 25 years' experience managing people, projects, and products
- Theme park attraction design including motion and training simulators, mechanical ride systems, control systems hardware and software, complex video projection systems, mixed reality (AR/VR/MR), animatronics, and all show systems
- Creating and managing engineering development teams for new concepts as well as field deployments
- Executive-level project management of complex attractions including all ride and show vendors, facility architects, facility engineers, general contractors, and operators
- Experience in finding and developing great employees and great vendors
- Experience working on projects in the United States, Europe, Asia, and the Middle East
- Bachelor and Master of Science degrees in Electrical Engineering from Oklahoma State University
- YouTube Channel: <https://www.youtube.com/channel/UCmWoYRE-VNnO8bRNCDE8I4g>
- VR book interview, "The Out-of-Home Immersive Entertainment Frontier: Expanding Interactive Boundaries in Leisure Facilities", by Kevin Williams and Michael Mascioni, 2014
- Patents pending for "drivable ceiling" ride system and glass-less augmented reality (AR)
- WFTV (Orlando channel 9) interview: <http://at.wftv.com/2BBwSqV>

EXPERIENCE

Dynamic Attractions, Orlando, Florida

Vice President, Technical Development, January 2015 – Present

- Responsible for R&D, Systems Engineering, and Product Management
- Development of:
 - Self-driving autonomous ride vehicles
 - Virtual, augmented, and mixed reality attractions
 - Ride systems, mechanical and visual simulators, and show systems
 - Ride control, simulator control, show control, audio-video, and lighting systems
 - Software tools for programming ride and motion simulators
- Agile software methodologies using Jira and Confluence tools
- Preproduction mock-up development, evaluation, and testing
- Client contractor and facility interface management
- Responsible for consolidation of all Dynamic Attractions ride systems into four product families: Theater Ride Systems, Autonomous Ride Systems, Coaster Ride Systems, and Guided (tracked) Ride Systems
- IAAPA 2017 Brass Ring Award First Place "Best New Product Concept Award: Major Ride/Attractions –Dynamic All-Terrain Dark Ride" (self-driving outdoor theme park ride system)

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Ferrari World / Farah Leisure, Abu Dhabi, United Arab Emirates

Technical Director / Principal Project Engineer, May 2013 – December 2014

- Manage design and installation of eight new attractions, USD \$400 Million total project cost
- Take creative concept intent and define specialist contractor scope
- Management of architectural and engineering consultants
- Facility impact including structural, MEP, and code compliance
- Ride systems including lift coasters, launch coasters, and dark rides
- TUV coordination, EN 13814 & ASTM F24 validation
- Audio, video, customized projection, show lighting, and special effects
- Animated characters and show action systems
- Show control, ride control, and safety systems

Mac Cal Manufacturing, San Jose, California

Director of Engineering and Product Development, April 2011 – April 2013

- Manage engineering and computer-aided design (CAD) staff
- Provide electromechanical and industrial design services for new products in the medical, semiconductor, telecommunications, and green energy industries

SimEx-Iwerks Entertainment, Burbank, California

Director of Interactive Technologies, June 2010 – March 2011

- Develop a product line of real-time rendered computer animated characters that can interact with an audience with a remote actor providing the voice and the animation control
- Develop interfaces that utilize gesture, face, and audience group recognition

Masdar (Abu Dhabi Future Energy Company), Abu Dhabi, United Arab Emirates

Technical Project Manager, September 2009 - May 2010

- Masdar City is a solar-powered sustainable city in the desert
- Design and install city-wide audio-video, networking, and entertainment lighting systems
- Develop city-wide infrastructure to support mobile communications and way finding

ELV Consult, Dubai, United Arab Emirates

Managing Director and Principal Consultant, September 2007 – August 2009

- Hire and develop extra-low-voltage engineering consulting services team
- Manage technical consulting, marketing, and business development
- Design and manage the installation of audio, video, telecommunications, data networking, computing, security, building automation, lighting, satellite, cable, and IPTV systems

Confidential Client, Mumbai, India

Principal Consulting Engineer, February 2006 – August 2007

- Project: Billionaire Private Residence Tower and Banqueting Facility
- Part of a consulting engineer joint venture responsible for the design of extra low voltage systems including communications, security, building management, and media systems

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Stanford University School of Medicine, Stanford, California

Senior Systems Engineer, January 2005 – January 2006

- Part of an extra low voltage engineering team responsible for the design and installation of a Surgical Simulation Lab and a Radiology Interactive Classroom

Shen Milsom & Wilke, San Francisco, California

Design Team Manager, August 2003 – December 2004

- Project: Bur Juman Shopping Center Expansion – Dubai, United Arab Emirates
- Manage extra-low-voltage design team for audio, video, telephone, data network, and satellite television systems for 2 million sq ft mixed use retail, office, apartment, and hotel project

Confidential Client, Woodside, California

Senior Systems Engineer, April 2001 – July 2002

- Project: Private residence estate for Billionaire
- Design and manage the installation of hybrid fiber-coaxial satellite master antenna television system for buildings distributed around a very large estate

Intel Corporation, Portland, Oregon, and Winnersh Park, UK

Design Manager - Audio Video Streaming Systems, January 2000 – March 2001

- Design the systems and infrastructure to support web-based audio-video encoders in a broadcast studio and a web hosting facility

Sony Retail Entertainment, Burbank, California

Senior Project Engineer, April 1998 – December 1999

- Project: Sony Metreon Mall and Entertainment Center in San Francisco, California
- Design & manage the installation of audio, video, show control, lighting, & ride control
- Coordinate multiple integrators and construction contractors

Walt Disney Imagineering, Glendale, California

Project Manager, Technology, June 1997 – March 1998

- Project: Disneyland Tomorrowland Renovation in Anaheim, California
- Design and manage the installation of show control, workstations, audio-video equipment, data networking, lighting, and electrical power for the interactive pavilion, "Innoventions"

Shark Rack, Sunnyvale, California

Co-Founder and Vice President of Engineering, December 1996 – May 1997

- Launch company with investment from local value-added reseller
- Develop eight products that provide supplemental cooling and rack mounting for Sun Microsystems computer equipment
- Patent for large server rack mount system, US patent # D428,892

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Netscape, Mountain View, California

Testing Manager, July 1996 – November 1996

- Manage test teams that provided web site validation and testing for various browser versions on Windows, Macintosh, Sun Solaris, and Silicon Graphics Irix operating systems
- Develop testing procedures for a series of 3rd-party applets

Electronic Arts, San Francisco, California

Data Center Design Manager, May 1995 – June 1996

- Design and manage the installation of a large computer data center that supports cloud-based multi-player games over the Internet (Total Entertainment Network and Pogo.com)

Silicon Graphics Silicon Studio, Mountain View, California

Manager, Strategy and Business Development, December 1994 – April 1995

- Develop new business model for Location Based Entertainment systems using interchangeable software on standard hardware

Iwerks Entertainment, Burbank, California

Product Manager and Senior Systems Engineer, March 1993 - November 1994

- Manage the design, development, and product roll-out of Virtual Adventures, the world's first high-throughput virtual reality attraction, a 6-person collaborative simulator
- Help position the company for a successful Initial Public Offering (IPO) On October 19, 1993

AT&T Bell Laboratories, Naperville, Illinois and Indianapolis, Indiana

Member of Technical Staff, Core Architecture Team, May 1986 – December 1993

- Manage team of engineers and business development personnel working on prototypes for new products that utilize voice recognition, video telephony, interactive TV, and personal wireless
- Lead 50-person team to define a new line unit for analog and digital (ISDN) telephone lines
- Manage team to create optical interface (SONET) to the 5ESS telephone switching system

EDUCATION

MSEE, Oklahoma State University

Thesis Project #1: Creation of new course, "Practical Engineering Design"

Thesis Project #2: Design of four-legged walking and talking robot named Pegasus

BSEE, Oklahoma State University

Summer Intern Project: Robotics work for the F-16 fighter at General Dynamics, Fort Worth, Texas

INTERESTS

- Live theater acting and technical work
- Volunteer Board Member, Tabard Theatre, San Jose, California, 2001-2013
- Video production and post-production
- Robotica competition on The Learning Channel in 2001
- Cats and cat-related product development
- Sports: racquetball, tennis, volleyball, cycling