



“ THERON IS A FANTASTIC, DYNAMIC AND RESPONSIVE SPEAKER ...
 - DON MERIT PRES. ETC

As a former creative executive for Walt Disney Imagineering, Theron has spent his career injecting brand story and narrative into theme parks, destination experiences and organizations around the world. He will show you how experience and story are not just something you “paint” on your brand but are the core values your audience considers a part of your organization’s DNA. Theron applies lessons from a 30 year career in Themed Entertainment where he led complex, multi-billion dollar projects globally. His focus is using storytelling solutions and experience design to transform “customers” to “audience” members, drive business uplift and grow brand equity.

“I enjoy bringing brand stories to life for audiences by creating transformational experiences that last”

CREATIVELY, SPEAKING...

CREATE LASTING BRAND CONNECTIONS

LEVERAGE THE POWER OF STORYTELLING

TRANSFORM CUSTOMERS INTO AUDIENCE MEMBERS

BUILD MEMORABLE, POSITIVE EXPERIENCES

EMBRACE TRUE MARKET DIFFERENTIATION



CREATIVE
LEADERSHIP
BRAND
SOLUTIONS

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