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Curriculum Vitae

January 2026



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Curriculum Vitae

Professional Profile

Brian D. Avery is a seasoned expert in the events, venues, and attractions industry with over 30 years of hands-on and leadership experience. His work spans four core areas: risk and safety management, event design and execution, attraction operations, and education.

Brian's journey began at age 14 as a midway operator at Boardwalk and Baseball, where he caught the "industry bug." As his father put it, "You have cotton candy in your blood." That early experience sparked a lifelong commitment to creating safer, smarter entertainment environments.

After earning his undergraduate degree, Brian managed five restaurants at Universal Studios Orlando, honing his skills in guest experience and operational safety. He later joined Avery Safety Consulting, Inc., conducting inspections and developing safety manuals alongside his father. This role launched his transition from frontline operations to behind-the-scenes safety leadership.

He went on to serve as a safety specialist at SeaWorld and Discovery Cove, designing employee training programs and conducting facility-wide inspections. His expertise also supported post-Katrina recovery in New Orleans while working with GES Exposition Services, managing safety for high-profile events like the American Library Association's convention at the Ernest N. Morial Convention Center.

Academically, Brian holds a B.S. in Health, Leisure, and Exercise Science, a Post-Baccalaureate Graduate Certificate in Industrial Engineering (Human Factors and Safety), and an M.S. in Hospitality and Tourism Management. He completed doctoral coursework in Hospitality Education, focusing on safety and risk in the attractions and events sectors.

As an educator, Brian spent nearly a decade at UCF's Rosen College of Hospitality Management before joining the University of Florida's Department of Sport Management, where he lectures on legal, operational, and risk management topics. He developed pioneering curricula including a Minor in Live Entertainment Management, a Legal and Risk Management Certificate, and a popular Theme Park & Attraction Management course.

His influence extends internationally through his expert witness and safety consulting work in the U.S., U.K., Caribbean, Dubai, and Saudi Arabia. Brian has been retained in hundreds of legal matters involving amusement rides, inflatables, venues, and live entertainment incidents, known for his ability to translate complex standards into actionable insights.

As an author, Brian has contributed to safety manuals and publications, including the *Worldwide Hospitality and Tourism Themes* journal and various textbooks. Notably, his work was featured in the 1st Edition guide published by MPI titled *The Essential Guide to Safety and Security: Best Practices for Meeting and Event Planning*. He is currently working on a nonfiction book highlighting the impact of tragedies on event and attraction attendees. Brian also created a TED-Ed lesson on how roller coasters affect your body, reaching educators and curiosity seekers worldwide.

Brian has held or currently holds memberships in professional associations and societies including the Meeting Professionals International Risk Management Task Force, Florida Festivals and Events Association, International Association of Venue Managers, ASTM International, American Society of Safety Engineers, and the American Society for Industrial Security—remaining actively engaged in shaping industry standards and practices.

Brian's unique voice in the industry also landed him on-screen. He is a featured contributor to *Hazardous History with Henry Winkler* on the History Channel, where he dissects the causes behind some of the most dangerous—and avoidable—events in amusement and American history. His episode commentary on infamous attractions like Action Park's Cannonball Loop brings together his deep legal knowledge and his mission to make safety compelling.

Outside of his professional pursuits, Brian's commitment to community shines through his charitable endeavors. He served for nine years as a Board Member and Chair of the Orlando Repertory Theatre, supporting youth development, culture, and the arts.

Education

Ph.D. in College of Education and Human Performance / Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida

Withdrawal: Successfully completed all coursework required for my Ph.D. program; medical withdrawal before completing the comprehensive exams and dissertation.

Specialization: *Hospitality Education: Event, Tourism, and Attraction Safety and Risk Management*

Dissertation proposal: "Patron Perceptions of Pictogram Safety Warning Signage in Themed Environments."

M.S. Rosen College of Hospitality Management, University of Central Florida, Rosen College of Hospitality Management, Orlando, Florida

Completed: 2007

Concentration: *Event, Tourism, and Hospitality Management*

Post-Baccalaureate Graduate Certificate, College of Engineering and Computer Science, University of Central Florida, Orlando, Florida

Completed: August 2002

Concentration: *Industrial Engineering / Human Factors and Safety*

B.S. College of Arts and Social Sciences, University of West Florida, Pensacola, Florida

Completed: May 1998

Concentration: *Health, Leisure, and Exercise Science*

Academic Appointments

Lecturer | Senior Lecturer

2019–present

Promoted to Senior Lecturer 2024

University of Florida, Gainesville, Florida
Department of Sport Management

Lecturer

2018–2019

University of Florida, Gainesville, Florida
Department of Tourism, Recreation, and Sport Management

Adjunct Instructor

2013–2016

University of Central Florida, Orlando, Florida
Department of Events, Tourism, and Attractions Management

Graduate Teaching Assistant

2010–2013

University of Central Florida, Orlando, Florida
Department of Events, Tourism, and Attractions Management

Adjunct Instructor

2008–2010

University of Central Florida, Orlando, Florida
Department of Events, Tourism, and Attractions Management

Graduate Research Assistant

2006–2007

University of Central Florida, Orlando, Florida
Department of Events, Tourism, and Attractions Management

Administrative Roles

Director of Engaged Learning and Outreach

2019–2023

University of Florida, Gainesville, Florida
Department of Sport Management

Teaching Summary of Courses

Undergraduate Courses

| Semester & Year | Course Prefix | Course Name | No. of Students |
|-----------------|---------------|--|-----------------|
| Spring 2026 | SPM 4104 | Sport Operations & Facility Management (UFO) | 21 |
| Spring 2026 | SPM 4724 | Risk Management in Live Ent. and Sport | 86 |
| Spring 2026 | SPM 4724 | Risk Management in Live Ent. and Sport (UFO) | 28 |
| Spring 2026 | SPM 4275 | Adv. Legal Aspects: Live Ent. & Sport | 15 |

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|-------------|----------|---|----|
| Fall 2025 | SPM 4104 | Sport Operations & Facility Management (UFO) | 29 |
| Fall 2025 | SPM 4724 | Risk Management in Live Ent. and Sport | 90 |
| Fall 2025 | SPM 4104 | Sport Operations & Facility Management (UFO) | 29 |
| Fall 2025 | SPM 4724 | Risk Management in Live Ent. and Sport | 90 |
| Fall 2025 | SPM 4724 | Risk Management in Live Ent. and Sport (UFO) | 24 |
| Fall 2025 | SPM 4275 | Adv. Legal Aspects: Live Ent. & Sport | 18 |
| Summer 2025 | HFT 4755 | Theme Park and Attraction Management (Disney) | 7 |
| Spring 2025 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 17 |
| Spring 2025 | SPM 4724 | Risk Management in Live Ent. and Sport | 69 |
| Spring 2025 | SPM 4724 | Risk Management in Live Ent. and Sport (UFO) | 40 |
| Spring 2025 | SPM 4104 | Sport Operations & Facility Management | 90 |
| Spring 2025 | SPM 4104 | Sport Operations & Facility Management (UFO) | 52 |
| Spring 2025 | HFT 4755 | Theme Park and Attraction Management (UFO) | 3 |
| Fall 2024 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 17 |
| Fall 2024 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport (UFO) | 5 |
| Fall 2024 | SPM 4724 | Risk Management in Live Ent. and Sport | 90 |
| Fall 2024 | SPM 4104 | Sport Operations & Facility Management | 93 |
| Summer 2024 | HFT 4755 | Theme Park and Attraction Management (Disney) | 6 |
| Spring 2024 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 13 |
| Spring 2024 | SPM 4724 | Risk Management in Live Ent. and Sport | 90 |
| Spring 2024 | SPM 4724 | Risk Management in Live Ent. and Sport (UFO) | 44 |
| Spring 2024 | SPM 4104 | Sport Operations & Facility Management | 90 |
| Spring 2024 | SPM 4104 | Sport Operations & Facility Management (UFO) | 59 |
| Fall 2023 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 19 |
| Fall 2023 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport (UFO) | 6 |
| Fall 2023 | SPM 4724 | Risk Management in Live Ent. and Sport | 78 |
| Fall 2023 | SPM 4724 | Risk Mgmt. in Live Ent. and Sport (UFO) | 4 |
| Fall 2023 | SPM 4104 | Sport Operations & Facility Management | 96 |
| Summer 2023 | HFT 4755 | Theme Park and Attraction Management (Disney) | 8 |

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|-------------|----------|---|----|
| Spring 2023 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 26 |
| Spring 2023 | SPM 4724 | Risk Management in Live Ent. and Sport | 47 |
| Spring 2023 | SPM 4724 | Risk Mgmt. in Live Ent. and Sport (UFO) | 50 |
| Spring 2023 | SPM 2060 | Sport Career Preparation | 64 |
| Spring 2023 | SPM 2060 | Sport Career Preparation (UFO) | 31 |
| Fall 2022 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 13 |
| Fall 2022 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport (UFO) | 06 |
| Fall 2022 | SPM 4724 | Risk Management in Live Ent. and Sport | 52 |
| Fall 2022 | SPM 2060 | Sport Career Preparation | 44 |
| Fall 2022 | SPM 2060 | Sport Career Preparation (UFO) | 42 |
| Spring 2022 | SPM 4724 | Risk Management in Live Ent. and Sport | 33 |
| Spring 2022 | SPM 4724 | Risk Mgmt. in Live Ent. and Sport (UFO) | 42 |
| Spring 2022 | SPM 2060 | Sport Career Preparation | 26 |
| Spring 2022 | SPM 2060 | Sport Career Preparation (UFO) | 33 |
| Spring 2022 | HFT 4755 | Theme Park and Attraction Management | 5 |
| Fall 2021 | SPM 4725 | Adv. Legal Aspects: Live Ent. & Sport | 8 |
| Fall 2021 | SPM 4724 | Risk Management in Live Ent. and Sport | 18 |
| Fall 2021 | SPM 4724 | Risk Mgmt. in Live Ent. and Sport (UFO) | 4 |
| Fall 2021 | SPM 2060 | Sport Career Preparation | 26 |
| Fall 2021 | SPM 2060 | Sport Career Preparation (UFO) | 39 |
| Spring 2021 | SPM 4724 | Risk Management in Live Ent. and Sport | 20 |
| Spring 2021 | SPM 4724 | Risk Mgmt. in Live Ent. and Sport (UFO) | 8 |
| Spring 2021 | HFT 4755 | Theme Park and Attraction Management | 7 |
| Fall 2020 | SPM 4724 | Risk Management in Live Ent. and Sport | 14 |
| Fall 2020 | SPM 4724 | Risk Mgmt. in Live Ent. and Sport (UFO) | 4 |
| Spring 2020 | SPM 4905 | Adv. Legal Aspects: Live Ent. & Sport | 8 |
| Spring 2020 | SPM 4905 | Risk Management in Live Ent. and Sport | 8 |
| Fall 2019 | SPM 4905 | Live Entertainment Production | 11 |
| Fall 2019 | SPM 4905 | Risk Management in Live Ent. and Sport | 16 |
| Spring 2019 | LEI 4800 | Legal Aspects of Tourism, Event, and Recreation | 35 |
| Spring 2019 | HFT 4754 | Advanced Event Management | 37 |
| Spring 2019 | HFT 4517 | Convention Sales and Service | 81 |
| Fall 2018 | HFT 4754 | Advanced Event Management | 59 |
| Fall 2018 | HFT 4754 | Advanced Event Management | 28 |
| Fall 2018 | HFT 4517 | Convention Sales and Service | 19 |
| Fall 2016 | HFT 3670 | Hospitality and Event Risk Management | 45 |
| Fall 2016 | HFT 3670 | Hospitality and Event Risk Management | 75 |
| Fall 2016 | HFT 4755 | Theme Park and Attraction Management | 42 |
| Spring 2016 | HFT 2750 | The Event Industry | 51 |
| Spring 2016 | HFT 3512 | Event Promotion | 45 |

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|-------------|----------|---------------------------------------|----|
| Spring 2016 | HFT 4754 | Exhibit and Trade Show Operations | 45 |
| Fall 2015 | HFT 3670 | Hospitality and Event Risk Management | 45 |
| Fall 2015 | HFT 4755 | Theme Park and Attraction Management | 44 |
| Summer 2015 | HFT 3670 | Hospitality and Event Risk Management | 68 |
| Spring 2015 | HFT 2750 | The Event Industry | 75 |
| Spring 2015 | HFT 4754 | Exhibit and Trade Show Operations | 45 |
| Fall 2014 | HFT 3670 | Hospitality and Event Risk Management | 45 |
| Spring 2014 | HFT 3670 | Hospitality and Event Risk Management | 75 |
| Spring 2014 | HFT 3670 | Hospitality and Event Risk Management | 35 |
| Fall 2013 | HFT 3670 | Hospitality and Event Risk Management | 45 |
| Fall 2013 | HFT 3670 | Hospitality and Event Risk Management | 77 |
| Fall 2013 | HFT 3670 | Hospitality and Event Risk Management | 70 |
| Fall 2013 | HFT 3670 | Hospitality and Event Risk Management | 75 |
| Summer 2013 | HFT 3670 | Hospitality and Event Risk Management | 42 |
| Summer 2013 | HFT 4754 | Exhibit and Trade Show Operations | 61 |
| Spring 2013 | HFT 3670 | Hospitality and Event Risk Management | 45 |
| Spring 2013 | HFT 3670 | Hospitality and Event Risk Management | 45 |
| Fall 2012 | HFT 3670 | Hospitality and Event Risk Management | 81 |
| Fall 2012 | HFT 3670 | Hospitality and Event Risk Management | 75 |
| Summer 2012 | HFT 3670 | Hospitality and Event Risk Management | 42 |
| Summer 2012 | HFT 4754 | Exhibit and Trade Show Operations | 49 |
| Spring 2012 | HFT 3670 | Hospitality and Event Risk Management | 75 |
| Spring 2012 | HFT 4754 | Exhibit and Trade Show Operations | 75 |
| Fall 2011 | HFT 4754 | Exhibit and Trade Show Operations | 45 |
| Summer 2011 | HFT 3670 | Hospitality and Event Risk Management | 50 |
| Spring 2011 | HFT 3670 | Hospitality and Event Risk Management | 44 |
| Spring 2011 | HFT 3670 | Hospitality and Event Risk Management | 46 |
| Fall 2010 | HFT 3700 | Tourism Management | 45 |
| Summer 2010 | HFT 3670 | Hospitality and Event Risk Management | 34 |
| Fall 2009 | HFT 3540 | Guest Services Management | 63 |
| Fall 2009 | HFT 3670 | Hospitality and Event Risk Management | 76 |
| Fall 2009 | HFT 3670 | Hospitality and Event Risk Management | 76 |
| Fall 2009 | HFT 4754 | Exhibit and Trade Show Operations | 47 |
| Spring 2009 | HFT 2500 | Hospitality and Tourism Marketing | 49 |
| Spring 2009 | HFT 3670 | Hospitality and Event Risk Management | 75 |
| Spring 2009 | HFT 4754 | Exhibit and Trade Show Operations | 47 |
| Fall 2008 | HFT 2500 | Hospitality and Tourism Marketing | 46 |
| Fall 2008 | HFT 3670 | Hospitality and Event Risk Management | 72 |
| Spring 2008 | HFT 3670 | Hospitality and Event Risk Management | 47 |
| Spring 2008 | HFT 3700 | Tourism Management | 76 |

Undergraduate Research

| Semester & Year | Course Prefix | Course Name | No. of Students |
|-----------------|---------------|-------------|-----------------|
|-----------------|---------------|-------------|-----------------|

| | | | |
|-------------|----------|-----------------------------|---|
| Spring 2026 | SPM 4913 | SPM Undergraduate Research | 3 |
| Spring 2025 | SPM 4912 | SPM Undergraduate Research | 3 |
| Fall 2024 | SPM 4912 | SPM Undergraduate Research | 1 |
| Spring 2024 | SPM 4912 | SPM Undergraduate Research | 4 |
| Fall 2023 | SPM 4912 | SPM Undergraduate Research | 1 |
| Summer 2023 | SPM 4912 | SPM Undergraduate Research | 1 |
| Spring 2022 | LEI 4912 | THEM Undergraduate Research | 1 |
| Fall 2021 | LEI 4912 | THEM Undergraduate Research | 1 |
| Spring 2021 | LEI 4912 | THEM Undergraduate Research | 2 |

Undergraduate Internship Courses

| Semester & Year | Course Prefix | Course Name | No. of Students |
|----------------------------|----------------------|---|------------------------|
| Fall 2025 | SPM 4941C | Internship in Sport Management | 6 |
| Spring 2025 | SPM 4941C | Internship in Sport Management | 15 |
| Fall 2024 | SPM 4941C | Internship in Sport Management | 15 |
| Fall 2023 | SPM 4941C | Internship in Sport Management | 12 |
| Fall 2023 | SPM 4941C | Internship in Sport Management | 5 |
| Spring 2023 | SPM 4941C | Internship in Sport Management | 16 |
| Fall 2022 | SPM 4941C | Internship in Sport Management | 6 |
| Spring 2022 | SPM 4941C | Internship in Sport Management | 21 |
| Fall 2021 | SPM 4941C | Internship in Sport Management | 10 |
| Spring 2020 | SPM 4941C | Internship in Sport Management | 44 |
| Fall 2019 | SPM 4941C | Internship in Sport Management | 17 |
| Fall 2019 | LEI 4940 | Internship in Tourism, Hosp., and Event Mgmt. | 5 |
| Spring 2019 | LEI 4940 | Internship in Tourism, Hosp., and Event Mgmt. | 35 |

Graduate Courses

| Semester & Year | Course Prefix | Course Name | No. of Students |
|----------------------------|----------------------|---------------------------------------|------------------------|
| Spring 2026 | SPM 6726 | Issues in Sport Law | 14 |
| Spring 2026 | SPM 6726 | Issues in Sport Law (OSM) | 33 |
| Fall 2025 | SPM 6726 | Issues in Sport Law | 19 |
| Fall 2025 | SPM 6726 | Issues in Sport Law (OSM) | 31 |
| Spring 2025 | SPM 6947 | SPM Ph.D. Teaching Internship | 1 |
| Fall 2024 | SPM 6947 | SPM Ph.D. Teaching Internship | 1 |
| Fall 2024 | LEI 6931 | Tourism and Hosp. Crisis Management | 7 |
| Fall 2023 | LEI 6931 | Tourism and Hosp. Crisis Management | 8 |
| Fall 2022 | LEI 6931 | Tourism and Hosp. Crisis Management | 17 |
| Fall 2021 | LEI 6931 | Tourism and Hosp. Crisis Management | 4 |
| Fall 2020 | SPM 6905 | Operational Aspects of Sport and Ent. | 12 |

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|-------------|----------|--|---|
| Spring 2020 | SPM 6905 | Adv. Issues and Applications in Risk Mgmt. | 3 |
|-------------|----------|--|---|

Student Advising

Special Member, Master's Thesis Committee

- Andrew Courts, Architecture (Title: Splashing into the Protective Frame: Risk and Transient Interactivity in Water as a Designed Attraction), December 2022

Member, Master's Non-Thesis Committee

- Hunter Augins, Sport Management, August 2020
- Hallie Arnold, Sport Management, August 2020
- Gabrielle Krajniak, Sport Management, August 2020

Faculty Advisor University of Florida Official Student Organizations

- Gator Sport Management Organizations (GSMO), August 2020-present

Faculty Advising

Faculty Mentor to New Faculty Member

University of Florida, Department of Sport Management

2024-Present

- Provide guidance and support to a newly appointed faculty member, aiding their transition to the university and department.
- Assist with understanding institutional policies, teaching best practices, and service opportunities.
- Foster professional development by offering advice on course design, student engagement, and time management strategies.

Academic Service

Director of Engaged Learning and Outreach, 2020-2023

As the former Director of Engaged Learning and Outreach for the Department of Sport Management, I made significant contributions to professional development and industry connections and implemented various initiatives to enhance student learning and engagement.

One notable achievement was developing the fully online SPM 2060 Sport Career Preparation course. This course provided students with comprehensive training for successful careers in the sports industry. A Department of Sport Management Canvas page that served as a virtual classroom offered students convenient access to tools, resources, and 11 sport management-specific videos focusing on professional development.

Additionally, I launched and managed GatorToGator.com, an alumnus, industry partner, and student engagement portal that facilitated over 5000 mentor-mentee exchanges between 1500 members within three years.

I also established the professional development podcast "Voices from the Field," featuring industry professionals sharing their insights. This podcast was a valuable resource for students seeking career guidance and inspiration.

I actively organized and participated in professional development and networking events with prestigious organizations such as the Jacksonville Jaguars, Orlando Pride, Miami Heat, Orlando Magic, Inter Miami CF, Miami Marlins, and Tampa Bay Rays. Prior to these events, I mentored approximately 150 students each academic year, ensuring they were well-prepared with polished resumes, elevator pitches, and talking points.

Although I have transitioned from the Director of Engaged Learning and Outreach role, focusing on classroom activities, leveraging technology in teaching, and conducting research on risk management in sport, events, venues, and attractions, my input and impact on student career engagement and program development remains substantial.

University Committees

- Board of Managers Space Allocation Committee (2020), J. Wayne Reitz Union, University of Florida, Gainesville, Florida
- Board of Managers (2019-2022), J. Wayne Reitz Union, University of Florida, Gainesville, Florida
- Board of Managers Facilities Committee (2019-2022), J. Wayne Reitz Union, University of Florida, Gainesville, Florida
- ROTC Committee (2019-2026), University of Florida, Gainesville, Florida

College Committees

- Chair (2025-2026), Department of Sport Management, Department Faculty Search Committee, University of Florida, Gainesville, Florida
- Committee Member (2024-2025), Department of Sport Management, Department Faculty Search Committee, University of Florida, Gainesville, Florida
- Committee Member (2024-present), College of Health and Human Performance Teacher of the Year / Advisory of the Year Committee, University of Florida, Gainesville, Florida
- Committee Chair (2023-present), College of Health and Human Performance Scholarship Committee, University of Florida, Gainesville, Florida
- Committee Member (2023-2024), Department of Sport Management, Department Faculty Search Committee, University of Florida, Gainesville, Florida
- Committee Member (2023-2024), Health Education and Behavior, Department Faculty Search Committee, University of Florida, Gainesville, Florida
- Processional Leader (2021-present), University of Florida, College of Health and Human Performance, Commencement Working Group / Marshal, Gainesville, Florida

- Committee Member (2020-2021), Tourism, Hospitality, and Event Management Assistant and Associate Search Committee, University of Florida, Gainesville, Florida
- O'Connell Center Advisory Board Screening Selection Committee (2020), Stephen C. O'Connell Center, University of Florida, Gainesville, Florida
- Committee Member (2019-2020), Tourism, Hospitality, and Event Management Department Chair Search Committee, University of Florida, Gainesville, Florida
- Committee Chair (2019-2021), College of Health and Human Performance Scholarship Committee, University of Florida, Gainesville, Florida
- Committee Member (2018-present), Graduation Committee, University of Florida, College of Health and Human Performance, Gainesville, Florida

Department Committees

- Chair (2025-present), University of Florida, Department of Sport Management, AI and Teaching Effectiveness (Working Group), Gainesville, Florida
- Committee Member (2022-2024), University of Florida, Department of Sport Management, Engaged Learning and Outreach, Gainesville, Florida
- Chair (2022-present), University of Florida, Department of Sport Management, Department Policies, Gainesville, Florida
- Committee Member (2021-present), University of Florida, Department of Sport Management, Undergraduate Studies Committee, Gainesville, Florida
- Investigator (2021-present), University of Florida Eric Friedheim Tourism Institute, National Risk Prevention and Crisis Management Laboratory, Gainesville, Florida
- Committee Member (2020-2022), College of Health and Human Performance, Department of Sport Management, Capstone, and Graduate Final Exam reviewer
- Faculty Advisor (2020-present), Gator Sport Management Organization (GSMO), University of Florida, Gainesville, Florida
- Committee Co-Chair (2019-2020), Seminar Series, University of Florida, College of Health and Human Performance, Sport Management Department, Gainesville, Florida
- Committee Member (2019-present), Teaching Enhancement, University of Florida, College of Health and Human Performance, Sport Management Department, Gainesville, Florida
- Committee Co-Chair (2018-2020), Entertainment Management program integration/course development, University of Florida, College of Health and Human Performance, Sport Management Department, Gainesville, Florida

Institutes

- Investigator (2021-present), University of Florida Eric Friedheim Tourism Institute, National Risk Prevention and Crisis Management Laboratory, Gainesville, Florida

Curriculum Development

- Co-Creator Sport and Entertainment Management Legal and Risk Management Certificate

- Co-Creator Live Entertainment Management Minor
- Co-Creator sport career preparation and development initiatives

Course Development

- SPM XXXX Introduction to the Entertainment Industry
- SPM XXXX Live Entertainment Management
- SPM XXXX Live Entertainment Technology
- SPM 2060 Sport Career Preparation (Face-to-Face and Online)
- SPM 4104 Sport Operations & Facility Management (Face-to-Face and Online)
- SPM 4724 Risk Management in Live Entertainment and Sport (Face-to-Face and Online)
- SPM 4725 Advanced Legal Aspects of Live Entertainment and Sport (Face-to-Face and Online)
- HFT 4755 Theme Park and Attraction Management (Face-to-Face and Online)
- SPM 4905 Live Entertainment Production
- SPM 6905 Advanced Issues and Applications of Risk Management in Live Entertainment and Sport
- SPM 6905 Operational Aspects in Live Entertainment and Sport
- LEI 6931 Tourism and Hospitality Crisis Management (Online)

Innovative Course Content Development

- Implemented and actively enhancing 'Katherine' CogBot through CogUniversity's AI program. This AI assistant is integral to students' success in Risk Management within the domains of Live Entertainment and Sports, as well as in the field of Facility Operations and Management. 'Katherine' serves as a cornerstone for data-driven decision-making within the course.
- Leveraging Python, a team developed a comprehensive Jupyter notebook to aggregate and grant access to relevant data, facilitating the investigation of incidents such as crimes and injuries at public gatherings. This data serves as the foundation for advanced predictive analytics and machine learning models. Furthermore, I created a Retrieval Augmentation Generation (RAG) library to efficiently source documents essential for mitigating and ultimately eliminating risk hotspots. These innovations are specifically tailored to enhance Risk Management protocols in the sectors of Live Entertainment and Sports, alongside Facility Operations and Management.
- Developed Retrieval Augmentation Generation (RAG) bot designed to pinpoint discrepancies within amusement ride and device statutory regulations vis-à-vis established industry standards. This is custom-crafted to advance Theme Park and Attraction Management Operations, ensuring compliance, safety, and operational excellence.
- Developed eleven 2D animated characters and eleven cross-over animated scenarios for Advanced Legal Aspects in Live Entertainment and Sport.

Volunteer Consultation/Organization

- Moderator, University of Florida, AI-Day at the College of Health and Human Performance (HHP) (Panel moderator, the intersection of industry and HHP), Gainesville, FL, 2023
- Consultant, University of Florida, University Athletic Association (UAA) Operations, Southeastern Conference (SEC) Softball Tournament facility/event inspection, Gainesville, Florida, 2022
- Consultant, University of Florida, University Athletic Association (UAA) Operations, Football stadium operations crowd management/control review, Gainesville, Florida, 2022
- Co-Organizer, The Loyola Project, Advanced Movie Screening and Speaker Series, Gainesville, Florida, 2022
- Co-Organizer, Girls, and Women in Sports Luncheon and Networking Event, Gainesville, Florida, 2021
- Co-Organizer, Name, Image, Likeness (NIL) and Sport Agency Symposium, Gainesville, Florida, 2021
- Producer, WASDIN Speaker Series, “Athletes at the Intersection of Culture, Race, and Influence,” featuring NBA Player Joakim Noah, 2021
- Producer, WASDIN Speaker Series, “Coaching at the Intersection of Culture, Race, and Influence,” featuring NBA Coach David Fizdale, 2021
- Technical Director, ESPN, The Undefeated, University of Florida Wasdin Speaker Series on “Sports, Social Justice and the Media,” 2019
- Production Assistant, University of Florida, College of Journalism Media Services, WUFT broadcast of University of Florida Homecoming Parade, 2019

Sponsored Projects/Grants

- Awarded a \$2,500.00 grant from the University of Florida NIH fund to support AI development in SPM 4724 Risk Management in Live Entertainment and Sport, 2024
- Awarded a \$2,500.00 grant from the University of Florida NIH fund to support AI development in SPM 4104 Sport Operations & Facility Management Sport, 2024
- College of Health and Human Performance Academic Program Innovation program (Awarded \$5,000), Development of AI-Based programming in Risk Management in Live Entertainment and Sport, and Facility Operations and Management, November 2023.
- Co-PD/PI, AMOS Global Sports Leadership Program (Awarded \$77,582), AMOS Sport Business School, May 22 – July 22, 2022

Affiliations and Memberships

International

- Faculty Member (2017-2020), Meeting Professionals International (MPI), USA
- Committee Member (2017-2020), Meeting Professionals International (MPI), Risk Management Task Force-Development of 1st Edition Meeting and Event Safety/Security Best Practices Guide, USA

- Committee Member (2017-2020), Meeting Professionals International (MPI), Professional Development Task Force, meeting and event educational opportunities and partnerships, USA
- Member (2014-2015), International Association of Venue Managers (IAVM), USA
- Voting Technical Committee Member (2003-present), American Society for Testing and Materials (ASTM) F-24 on Amusement Rides and Devices, USA (Subcommittees: F24.10 Test Methods, F24.20 Specifications and Terminology, F24.24 Design and Manufacture, F24.30 Maintenance and Inspection, F24.40 Operations, F24.50 Training, Education and Certification, F24.60 Special Rides/Attractions, F24.61 Adventure Attractions, and F24.70 Water Related Amusement Rides and Devices), USA
- Member (1998-2023), International Association of Amusement Parks and Attractions (IAAPA), USA

National

- Member (2020-present), National Center for Spectator Sports Safety and Security (NCS4), USA
- Member (2015-present), Association for Challenge Course Technology (ACCT), USA
- Member (2014-present), Event Safety Alliance (ESA), USA
- Member (2010-2014) American Society of Safety Engineers (ASSE), USA
- Member (2010-2014), American Society for Industrial Security (ASIS), USA
- Member (2000-2014), National Association of Amusement Ride Safety Officials (NAARSO), USA

State

- Member (2014-2015), Florida Festival and Events Association (FFEA), Florida

Local

- P.K. Young Developmental Research School, Theater Advisory Group, Gainesville, Florida (2021-2024)
- Board Member (2021-2022), Y-Not Theatre, Gainesville, Florida
- Board Member (2020-2021), Citizen at Large, Recreation and Open Space Advisory Committee, Gainesville, Florida
- Board Member (2020-present), Citizen at Large, Visit Natural North Florida, Alachua County, Gainesville, Florida
- Board Chair (2016-2018), Board Vice-Chair (2014-2016), Board Secretary (2008-2014), Board Member (2008-2018), Orlando Repertory Theatre, Orlando, Florida
- Member (2012-2015), Visit Orlando Convention and Visitors Bureau, Orlando, Florida
- Board member, Orange County Government, Commission on Aging, Orlando, Florida

Professional Development

International

- The Square Metre Group, Crowd Safety Training, Using Group Psychology to Enhance Crowd Safety. Webinar, June 5, 2020
- Korean American Association for Sport Management (KAASM), 2020 Virtual Conference Challenges and opportunities for higher education and sport management during the COVID-10 Pandemic. Webinar, June 4, 2020
- Meeting Professionals International and NCS4 The University of Southern Mississippi Thought Leaders' Summit. Orlando, Florida, October 29-November 1, 2017
- The Square Metre Group, Crowd Safety Training, Medical Management at Events. Webinar, June 3, 2020
- International Association of Venue Managers (IAVM) certified Crowd Manager. Eight (8) contact hours from the International Association of Venue Managers. Web-based, February 14, 2014
- Amusement Industry Manufacturers and Suppliers International (AIMS) safety conference. Received 4.0 Continuing Education Units from Greenville Technical College. Orlando, Florida, 2013
- Amusement Industry Manufacturers and Suppliers International (AIMS) safety conference. Received 4.0 Continuing Education Units (40 hours) from Greenville Technical College. Orlando, Florida, 2010
- International Association for the Leisure and Entertainment Industry (IALEI) Inflatable Safety Course (40 hours). Orlando, Florida, 2008

National

- Sport Entertainment and Venues Tomorrow (SEVT) Conference. Columbia, South Carolina, November 16-17, 2023
- Applied Sport Management Association Conference, Birmingham, Alabama, February 22-24, 2023
- North American Society for Sport Management Conference, Atlanta, Georgia, June 6-9, 2022
- The University of Southern Mississippi, NCS4, COVID-19 Legal Issues, and Considerations. Webinar, June 11, 2020
- Event Safety Alliance (ESA), Event Safety Access Training (ESAT). Web-based -June 4, 2020. The University of Southern Mississippi, NCS4, Event Public Health Screening: Technology and Procedure. Webinar, May 14, 2020
- The University of Southern Mississippi, NCS4, Sport and Entertainment Venues: A Community Response Asset for Emergency Response Operations. Webinar, May 07, 2020
- Federal Emergency Management Agency (FEMA), Emergency Management Institute, IS-100.C: Introduction to the Incident Command System, ICS 100. Web-based, April 07, 2020
- Sport Entertainment and Venues Tomorrow (SEVT) Conference. Columbia, South Carolina, November 14-16, 2018

- Rural Domestic Preparedness Consortium (US Department of Homeland Security-FEMA) Event Security Planning for Public Safety Professional. Sixteen (16) contact hours from Eastern Kentucky University. Web-based, June 24, 2014
- National Association of Amusement Ride Safety Officials (NAARSO) safety conference. Received 4.0 Continuing Education Units (40 hours) from Old Dominion University. Orlando, Florida, 2007
- National Association of Amusement Ride Safety Officials (NAARSO) safety conference. Received 4.0 Continuing Education Units (40 hours) from Old Dominion University. Orlando, Florida, 2005
- National Hurricane Conference. Received 27.75 Professional Development Hours. Lake Buena Vista, Florida, 2004
- Amusement Industry Manufacturers and Suppliers (AIMS) safety conference. Received 4.0 Continuing Education Units (40 hours) from Greenville Technical College. Orlando, Florida, 2003
- Amusement Industry Manufacturers and Suppliers (AIMS) safety conference. Received 4.0 Continuing Education Units (40 hours) from Greenville Technical College. League City, Texas, 2001
- Amusement Industry Manufacturers and Suppliers (AIMS) safety conference. Received 4.0 Continuing Education Units (40 hours) from Greenville Technical College. Wichita, Kansas, 2000
- Amusement Industry Manufacturers and Suppliers (AIMS) safety conference. Received 4.0 Continuing Education Units (40 hours) from Greenville Technical College. San Antonio, Texas, 1999

Regional

- Meeting Professionals International Southeast Educational Conference. Amelia Island, Florida, August 21-24, 2013.
- Meeting Professionals International Southeast Educational Conference. Kissimmee, Florida, August 8-10, 2012.

State

- University of Florida, Levin College of Law and Department of Health and Human Performances, Creating an Inclusive Culture: Inclusion in a COVID-19 World. Online seminar, May 06, 2020
- Trial Lawyers Section of The Florida Bar, Advanced Trial Advocacy Program Expert Witness. Gainesville, FL, May 17, 2019
- State of Florida Security Officer “D” License Course. Orlando, Florida, September 13-16, 2012

Local

- University of Florida Levin College of Law Entertainment and Sports Law Symposium. Gainesville, Florida, March 2, 2019

- International Drive Resort Area Chamber of Commerce Tourism Orlando Leadership Training Law Enforcement Program. Orlando, Florida, 2011
- International Drive Resort Area Chamber of Commerce Tourism Orlando Leadership Training Program. Orlando, Florida, 2011

Certificates & Licenses

- The University of Southern Mississippi, NCS4, COVID-19 Legal Issues and Considerations, 2020
- HarvardX, an online learning initiative of Harvard University, GSE2x: Leaders of Learning, 2020
- The Square Metre Group, Crowd Safety Training, Using Group Psychology to Enhance Crowd Safety, 2020
- Event Safety Alliance (ESA), Event Safety Access Training (ESAT), 2020
- The Square Metre Group, Crowd Safety Training, Medical Management at Events, 2020
- The University of Southern Mississippi, NCS4, Event Public Health Screening: Technology and Procedure, 2020
- The University of Southern Mississippi, NCS4, Sport and Entertainment Venues: A Community Response Asset for Emergency Response Operations, 2020
- Federal Emergency Management Agency (FEMA), Emergency Management Institute, IS-100.C: Introduction to the Incident Command System, 2020
- Florida Department of Financial Services, Division of Insurance Agent and Agency Services, Bureau of Licensing: Education, Instructor ID No.: 1341311, 2019
- International Association of Venue Managers (IAVM) certified Crowd Manager, 2014
- Federal Emergency Management Agency (FEMA), Emergency Management Institute, IS-15.B: Special Events Contingency Planning for Public Safety Agencies, 2014.
- Florida Department of Agriculture and Consumer Services, Security Officer "D" License, 2012
- Florida Department of Agriculture and Consumer Services, Security Agency License, 2011
- International Association for the Leisure and Entertainment Industry (IALEI), Certified Inflatable Safety Inspector, 2008
- National Association of Amusement Ride Safety Officials (NAARSO), Certified Amusement Ride Safety Inspector (Level 1), 2000
- Amusement Industry Manufacturers and Suppliers (AIMS), Certified Amusement Ride Operations Technician (Level 1, Level 2), 1999 and 2001
- Occupational Safety and Health Administration (OSHA), 511 30-hour General Industry, 2005
- Florida Safety Council, Occupational Safety and Health Administration (OSHA), Recordkeeping, 2004
- Sunshine Safety Council, Work Zone Traffic Control Management of Transportation, 2005
- GES Exposition Services, Powered Industrial Truck Instructor, 2005
- Apex Environmental Engineering, Fall Protection Trainer, 2005

- Orange County Office of Emergency Management, Business Emergency Response Team (BERT), 2003
- Apex Environmental Engineering, Confined Space Supervisor/Trainer, 2004
- Environmental Resource Center, Hazardous Materials Handling Certification for DOT 49 CFR Transportation Regulations, 2003
- American Red Cross, Adult, Child, and Infant CPR Certified, 2005
- Strategic Safety Associates, MoveSMART Certified Instructor, 2003
- Occupational Safety and Health Administration (OSHA), 10-hour General Industry, 2003
- Federal Emergency Management Agency (FEMA), Emergency Management Institute, Emergency Planning and Special Needs Populations, 2004
- Federal Emergency Management Agency (FEMA), Emergency Management Institute, Hurricane Emergency Planner, 2004

Honors

- Awarded Teacher of the Year, University of Florida, College of Health and Human Performance, 2025-2026 Academic Year
- Teacher of the Year nominated-*withdrew application due to time constraints*, University of Florida, College of Health and Human Performance, 2024
- Awarded Exemplary Course designation through the University of Florida Center for Online Innovation and Production, UF+QM process, for my SPM 4725 Advanced Legal in Live Entertainment and Sport, 2023-2028
- Teacher of the Year nominated and applied, University of Florida, College of Health and Human Performance, 2022
- Teacher of the Year nominated and applied, University of Florida, College of Health and Human Performance, 2019

Creative Works or Activities

Creative Works or Activities

DOCUMENTARY FILM

1. Losi, C. (Director). (2023). *Hors de contrôle: Parcs d'attraction: de la folie au cauchemar* [Out of control: Amusement parks: from madness to nightmare] [Documentary Film]. RMC Découverte

TELEVISION

1. Avery, B. D. (Self-Expert). (2025, June 22). *Perilous play* (Season 1, Episode 1) [TV series episode]. In Henry Winkler (Host), *Hazardous History with Henry Winkler*. A+E Factual Studios & GroupM Motion Entertainment. History Channel.
2. Avery, B. D. (Self-Expert). (2025, June 15). *Spectacular Stunts* (Season 1, Episode 2) [TV series episode]. In Henry Winkler (Host), *Hazardous History with Henry Winkler*. A+E Factual Studios & GroupM Motion Entertainment. History Channel.

3. Avery, B. D. (Contributor). *Life After People – Florida Theme Parks* (A&E Network Documentary Episode). Cream Productions & A+E Factual Studios.
4. Schafer, S. (Producer). (2023). *Life After People – Disney's Magic Kingdom* [Unaired pilot episode; featuring B. D. Avery, contributor]. Cream Productions.

ANIMATIONS (TED-ED)

1. Avery, B. D. (2018, October 29). TED-Ed: How Rollercoasters Affect Your Body [Video file]. Retrieved from <https://ed.ted.com/lessons/how-rollercoasters-affect-your-body-brian-davery>

PODCASTS

1. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2023, February 01). Voices from the Field Sport Industry Professional Insights with Scott Palanjian, Assistant Athletic Director – Marketing and Promotions for the University Athletic Association. [Audio]. URL: Anchor.fm/ufspm
2. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2023, January 20). Voices from the Field Sport Industry Professional Insights with Michelle Young, Director of Sports Analytics and Sports Business Initiative for Wharton Business School. [Audio]. URL: Anchor.fm/ufspm
3. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2022, November 30). Voices from the Field Sport Industry Professional Insights with Will Kraus, Director of Operations, University of Florida, University Athletic Association. [Audio]. URL: Anchor.fm/ufspm
4. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2022, November 30). Voices from the Field Sport Industry Professional Insights with Robert Stecklow, SVP Subscription Marketing DAZN Group. [Audio]. URL: Anchor.fm/ufspm
5. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, September 28). Voices from the Field Sport Industry Professional Insights with Kristi Dosh, Sports Business Report / ESPN Analysts. [Audio/Video]. URL: Anchor.fm/ufspm
6. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, September 22). Voices from the Field Sport Industry Professional Insights with Brandon Curran, NBA Player Marketing Agent. [Audio/Video]. URL: Anchor.fm/ufspm
7. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, September 15). Voices from the Field Sport Industry Professional Insights with Chris Park, Deputy Athletic Director at Washington State University. [Audio/Video]. URL: Anchor.fm/ufspm
8. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, July 27). Voices from the Field Faculty in Focus with Dr. Yong Jae Ko, Professor-Interim Department Chair at University of Florida. [Audio/Video]. URL: Anchor.fm/ufspm
9. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, July 23). Voices from the Field Faculty in Focus with Dr. Doug DeMichele, Master Lecturer at the University of Florida. [Audio/Video]. URL: Anchor.fm/ufspm
10. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, July 5). Voices from the Field Faculty in Focus with Christopher McLeod, Assistant Professor at University of Florida. [Audio/Video]. URL: Anchor.fm/ufspm

11. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, May 25). Voices from the Field Sport Industry Professional Insights with Kim Bastable, Director of Professional Tennis at University of Florida. [Audio/Video]. URL: Anchor.fm/ufspm
12. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, May 18). Voices from the Field Sport Industry Professional Insights with Ed Buckley, Chairman and CEO of Peerfit. [Audio/Video]. URL: Anchor.fm/ufspm
13. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, April 8). Voices from the Field Sport Industry Professional Insights with Lee Davis, Director of Recruiting Operations for Florida Gators Football. [Audio/Video]. URL: Anchor.fm/ufspm
14. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, March 25). Voices from the Field Sport Industry Professional Insights with Taylor Wells Maberry, Senior Coordinator for the Major League Soccer. [Audio/Video]. URL: Anchor.fm/ufspm
15. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, March 17). Voices from the Field Sport Industry Professional Insights with Becky Burleigh, University of Florida, Head Women's Soccer Coach. [Audio/Video]. URL: Anchor.fm/ufspm
16. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, March 8). Voices from the Field Sport Industry Professional Insights with Taylor Stewart, VP of Brand + Experience at WarnerMedia Sports. [Audio/Video]. URL: Anchor.fm/ufspm
17. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, March 4). Voices from the Field Sport Industry Professional Insights with John Tull, Senior Account Executive at Florida Gator Sports Properties-Learfield IMG College. [Audio/Video]. URL: Anchor.fm/ufspm
18. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, February 22). Voices from the Field Sport Industry Professional Insights with Greg Stolt, VP International Operations for the NBA. [Audio/Video]. URL: Anchor.fm/ufspm
19. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, February 18). Voices from the Field Sport Industry Professional Insights with Jocelyn Moore, Draft Kings Board Member, Former NFL Executive, and currently an Open Access Executive Fellow. [Audio/Video]. URL: Anchor.fm/ufspm
20. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, February 11). Voices from the Field Sport Industry Professional Insights with Sean Gagnon, the CEO of The Abs Company. [Audio/Video]. URL: Anchor.fm/ufspm
21. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, February 11). Voices from the Field Sport Industry Professional Insights with Bennie Fowler an NFL Wide Receiver, Leadership Coach/Consultant, and Amazon Best Selling Author. [Audio/Video]. URL: Anchor.fm/ufspm
22. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, February 4). Voices from the Field Sport Industry Professional Insights with Marcus Givens from ASM Global [Audio/Video]. URL: Anchor.fm/ufspm
23. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, January 28). Voices from the Field Sport Industry Professional Insights with Tom Farrey, the Executive Director, Sports & Society Program at The Aspen Institute. [Audio/Video]. URL: Anchor.fm/ufspm

24. Avery, Brian (Creator/Host), and Shelley Lyle (Host). (2021, January 26). Voices from the Field Sport Industry Professional Insights with Justin Su'a, Head of Mental Performance, Tampa Bay Rays [Audio/Video]. URL: Anchor.fm/ufspm

Publications

Book Chapters, Case Studies

1. Ohlin, Jane, and Avery, Brian. 2023. Hospitality: An Introduction-Eighteenth Edition. Hospitality Management: Law, Safety, and Security. Kendall Hunt Publishing. Dubuque, IA. 157-170. <https://he.kendallhunt.com/product/hospitality-introduction-0>
2. Avery, Brian. 2019. Strategic Management for Hospitality and Tourism-Second Edition. Case Study 4: Six Flags: A Familiar Brand Takes on a New Generation. Routledge. New York, NY. <https://www.routledge.com/Strategic-Management-for-Hospitality-and-Tourism/Okumus-Altinay-Chathoth-Koseoglu/p/book/9780815393474>
3. Avery, Brian (contributor). 2018. Meeting and event planning safety and security best practices. MPI International. Dallas, TX. <https://www.mpi.org/essential-guide/about>
4. Avery, Brian. 2015. Planning and Management of Meetings, Expositions, Events, and Conventions. Risk Management for Meetings, Expositions, Events, and Conventions-Security. Pearson. Upper Saddle River, NJ. 47-49. <https://www.pearson.com/en-us/subject-catalog/p/planning-and-management-of-meetings-expositions-events-and-conventions/P200000001021/9780132610438>
5. Avery, Brian. 2010. Strategic Management for Hospitality and Tourism. Case Study: Six Flags: Is Recovery on the Horizon? Butterworth-Heinemann. Burlington, MA. 235-251.

Peer Reviewed

1. Jakar, G. S., Gordon, K. O., & Avery, B. (2024). Spatial analyses of crime in a host city: contextualizing current crime for future mega-event delivery in Los Angeles. *Journal of Sport & Tourism*, 1–23. <https://doi.org/10.1080/14775085.2024.2378279>
2. Avery, Brian, and Dickson, Duncan. 2010. Insight into amusement park ride and device safety in the United States. *Worldwide Hospitality and Tourism Themes*. 2/3: 299-315. <https://www.emerald.com/insight/content/doi/10.1108/1755421101052221/full/html>

Technical Reports

I have experience as an expert witness in the field of event management, attraction operators, recreational facilities, and related industries. Over the course of my career, I have provided scientific and technical reports and testimony in more than 100 legal cases. These cases have taken place across multiple states in the United States, including Washington, Massachusetts, Florida, New York, Pennsylvania, Ohio, South Carolina, Texas, Oklahoma, Nevada, Louisiana, California, Arizona, Connecticut, New Hampshire, Indiana, Georgia, Tennessee, Kentucky, Wisconsin, and Oregon. I have also been involved in cases in the District of Columbia, the US Virgin Islands, and the United Kingdom.

Expert witness reports are crucial components of the legal process, as they provide valuable insights and specialized knowledge to assist the court in understanding complex technical or scientific matters. My reports are grounded in prevailing safety and risk management theories, adhere to established methodologies, and are consistent with recognized industry standards. They incorporate expert analyses, investigations, and evaluations related to the incidents in question. These comprehensive and structured reports outline my qualifications, methodology, analysis, and conclusions.

[Presentations](#)

Refereed

1. Brian D. Avery. Workshop. Teaching Innovations: Unpacking the Possibilities. Applied Sport Management Association Conference. Birmingham, AL. Feb 23, 2023.
2. Brian D. Avery. Poster. Securitization of Major Sporting Events in Los Angeles: Determining Vulnerable Spaces Using Machine-Learning-Based Spatial Analysis. North American Society Sport Management. Atlanta, GA. Jun 2, 2022.
3. Brian D. Avery. Symposium. Corporate Acquisitions in the Hospitality Industry: Predictors of Success and Failure. University of Central Florida Rosen College of Hospitality Management. Orlando, FL. Apr 4, 2007.

International

Invited

1. Brian D. Avery. Lecture. Relationship Building in Sport Business. AMOS Global Sports Leadership Program students on professional development, University of Florida, Department of Sport Management. Gainesville, FL. Jun 28, 2022.
2. Brian D. Avery. Lecture. Introduction to the Sport Industry. University of Florida Korea Sport Promotion Foundation (KSPO). Gainesville, FL. Oct 20, 2020. Brian D. Avery. Lecture. Sport Industry Outreach and Engagement. University of Florida Korea Sport Promotion Foundation (KSPO). Gainesville, FL. Oct 20, 2020.
3. Brian D. Avery. Lecture. Entertainment Aspects of Sport Industry. University of Florida Korea Sport Promotion Foundation (KSPO). Gainesville, FL. Nov 14, 2019.
4. Brian D. Avery. Speech. Vetting Vendors: An 8-Step Guide for Event Planners and Venue Operators. International Live Events Association. Orlando, FL. Feb 21, 2017.
5. Brian D. Avery. Continuing Education. Attractions Risk Management. Amusement Industry Manufacturers and Suppliers. Orlando, FL. Jun 14, 2014.
6. Brian D. Avery. Continuing Education. Patron Sign Safety Development and Acknowledgement. Amusement Industry Manufacturers and Suppliers. Orlando, FL. Jan 15, 2014.
7. Brian D. Avery. Continuing Education. Expect the Unexpected: Risk Management for Meeting & Hospitality Professionals. Rosen College of Hospitality Management, Certificate Program in Event Management. Orlando, FL. Feb 26, 2010.

8. Brian D. Avery. Continuing Education. Amusement Ride Emergency Evacuation. Amusement Industry Manufacturers and Suppliers. League City, TX. Jan 13, 2001 - Jan 18, 2001.
9. Brian D. Avery. Continuing Education. Facilities Inspection. Amusement Industry Manufacturers and Suppliers. League City, TX. Jan 13, 2001 - Jan 18, 2001.
10. Brian D. Avery. Continuing Education. Confined Spaces. Amusement Industry Manufacturers and Suppliers. League City, TX. Jan 13, 2001 - Jan 18, 2001.
11. Brian D. Avery. Continuing Education. Operations & Maintenance Roles in Security. Amusement Industry Manufacturers and Suppliers. League City, TX. Jan 13, 2001 - Jan 18, 2001.
12. Brian D. Avery. Continuing Education. Amusement Ride Emergency Evacuation. Amusement Industry Manufacturers and Suppliers. AIMS Safety Forum (C.E.U.'s). Wichita, KS. Jan 8-13, 2000.

National

Invited

1. Brian D. Avery. Continuing Education. What If, You Changed One Thing? Event Service Professionals Association. Gainesville, FL. Nov 21, 2019.
2. Brian D. Avery. Continuing Education. Faculty Webinar: Event risk management: What event students need to learn. Professional Convention Management Association (PCMA). Gainesville, FL. Aug 18, 2019.
3. Brian D. Avery. Continuing Education. Insurance Risk Management - Minimizing Your Exposure to Risks. Workers' Compensation Institute (WCI) 2019 Educational Conference. Orlando, FL. Aug 12, 2019.
4. Brian D. Avery. Continuing Education. Minimizing Your Exposure to Risks. Florida Association of Insurance Agents (FAIA) 2019 Convention. Orlando, FL. Jun 21, 2019 - Jun 22, 2019.
5. Brian D. Avery. Continuing Education. What If, You Changed One Thing? CONNECT Event Industry Council. Gainesville, FL. Sep 19, 2018.
6. Brian D. Avery. Continuing Education. Crises Prepared Meetings and Events, Safety Tips for You and Your Attendees. American Society of Association Executives, The Center for Association Leadership. Gainesville, FL. Aug 10, 2018.
7. Brian D. Avery. Keynote. Health and Safety Forum and Committee-New Perspective on Safety Culture. National Insulation Association (NIA) 63rd Annual Convention. Orlando, FL. Apr 18, 2018.
8. Brian D. Avery. Continuing Education. Meeting & Event Risk Management: The Best Offense is a Good Defense. XSITE 2015 / Meeting Professionals International. Birmingham, AL. Nov 11, 2015.

State

Invited

1. Brian D. Avery. AI, Accountability, and the Learning Curve: A Case Study in Pedagogical Adaptation. University of Florida Center for Teaching Excellence, Faculty Learning Community. Gainesville, FL. September 23, 2025.
2. Brian D. Avery. AI, Accountability, and the Learning Curve: A Case Study in Pedagogical Adaptation. 26th Annual CALS Teaching Enhancement Symposium. Gainesville, FL. August 12, 2025.
3. Brian D. Avery. Continuing Education. AI Unleashed: Streamlining Safety and Operations for Smarter Events. Florida Society of Association Executives. Tallahassee, FL. October 24, 2024.
4. Brian D. Avery. Lecture. Accidental Wisdom: Career Journey and Experiences as an Expert Witness. Washington University Law – Sports and Entertainment Law Society. St. Louis, MO. October 17, 2023.
5. Brian D. Avery. Continuing Education. The BIG Picture of Event Risk Management. MPI Philadelphia Area Chapter. Philadelphia, PA. Feb 17, 2021.
6. Brian D. Avery. Continuing Education. Expect the Unexpected: Risk Management for Meeting & Hospitality Professionals. Meeting Professionals International Greater Orlando Area Chapter. Orlando, FL. Oct 15, 2019.
7. Brian D. Avery. Continuing Education. An Introduction to Active Shooter Planning for Event Organizers and Venues. Florida Recreation and Park Association Conference. Orlando, FL. Aug 27, 2019.
8. Brian D. Avery. Continuing Education. What if you changed one thing? Florida Recreation and Park Association Conference. Orlando, FL. Aug 27, 2019.
9. Brian D. Avery. Continuing Education. Accidental Wisdom: Lessons Learned from Event and Venue Failures. Meeting Professionals International Sunshine Education Summit. Orlando, FL. Aug 22, 2019.
10. Brian D. Avery. Continuing Education. Accidental Wisdom: Learning from Loss. Meeting Professionals International Tampa Bay Area Meetings Academy Conference. Sarasota, FL. Apr 19, 2018.
11. Brian D. Avery. Continuing Education. What If, You Changed One Thing? Meeting Professionals International Tampa Bay Area Meetings Academy Conference. Sarasota, FL. Apr 19, 2018.
12. Brian D. Avery. Continuing Education. The Future of Meeting and Event Safety and Security. Global Meetings Industry Day, Meeting Professionals International Greater Orlando Chapter. Orlando, FL. Apr 12, 2018.
13. Brian D. Avery. Speech. Luck is not a strategy: A 5-step roadmap to SAFER meetings and events. Meeting Professionals International Tampa Bay Area Education Program. Tampa, FL. Feb 7, 2018.
14. Brian D. Avery. Workshop. Hiding in Plain Sight: A Guided Risk Management Tour of an Outdoor Recreation and Events Facility. Florida Association of Insurance Agents Capitol Days. Tallahassee, FL. Jan 23, 2018.
15. Brian D. Avery. Continuing Education. Vetting Vendors: An 8-Step Guide for Event Planners and Venue Operators. Florida Society of Association Executives. Tallahassee, FL. May 18, 2017.

16. Brian D. Avery. Continuing Education. Crisis Management: An Exploration of Resources and Mitigating Tactics. Florida Society of Association Executives. Orlando, FL. Apr 27, 2017.
17. Brian D. Avery. Continuing Education. Limiting your Liabilities and Exposures to Known and Foreseeable Event Risks. Meeting Professionals International Greater Orlando Area Chapter. Orlando, FL. Feb 18, 2016.
18. Brian D. Avery. Workshop. Event Industry Planning and Event Risk Management Practices. Florida Recreation and Park Association, Inc. (FRPA) Workshop. Orlando, FL. Apr 17, 2015.
19. Brian D. Avery. Workshop. Event Industry Planning and Event Risk Management Practices. Florida Recreation and Park Association, Inc. (FRPA) Workshop. Ft. Lauderdale, FL. Mar 12, 2015.
20. Brian D. Avery. Workshop. Event Industry Planning and Event Risk Management Practices. Florida Recreation and Park Association, Inc. (FRPA) Workshop. Gainesville, FL. Feb 24, 2015.
21. Brian D. Avery. Seminar. Festival & Event Risk Management: The Best Offense is a Good Defense. Florida Festival and Events Association Educational Seminar. Gainesville, FL. Sep 16, 2014.
22. Brian D. Avery. Continuing Education. Meeting & Event Risk Management: The Best Offense is a Good Defense. XSITE 2014/Meeting Professionals International North Florida Educational Sessions. Tallahassee, FL. Feb 18, 2014.
23. Brian D. Avery. Seminar. Festival & Event Risk Management: The Best Offense is a Good Defense. Florida Festival and Events Association Educational Seminar. Clearwater, FL. Jun 12, 2014.
24. Brian D. Avery. Continuing Education. Meeting & Event Risk Management: The Best Offense is a Good Defense. Meeting Professionals International Southeast Educational Conference. Amelia Island, FL. Aug 23, 2013.
25. Brian D. Avery. Keynote. Meeting & Event Planners: Life Savers? Meeting Professionals International North Florida Educational Luncheon. Ponte Vedra Beach, FL. May 14, 2013.
26. Brian D. Avery. Continuing Education. Event Meeting Risk Management: Are You Really Covered? Meeting Professionals International Southeast Educational Conference. Kissimmee, FL. Aug 9, 2012.
27. Brian D. Avery. Continuing Education. Event Safety and Security: The Facilities Role. Florida Facility Managers Association (FFMA) Operations Seminar. Daytona Beach, FL. Oct 26, 2010.
28. Brian D. Avery. Seminar. Event and Venue Safety and Risk Management: Penny-wise is Sometimes Pound Foolish. Hospitality Financial and Technology Professionals (HFTP) Educational Seminar. Lake Buena Vista, FL. Nov 17, 2010.

Media

Television/Video

1. Avery, Brian. Interview with Bennett Haeberle. Police seize Moby Dick thrill ride; manufacturer previously issued service, safety bulletins. NBC Chicago. Chicago, IL. July 23, 2023.
2. Avery, Brian. Interview with Alex Perez. Family of 10-year-old thrown from festival ride speaks out. ABC-Good Morning America. New York, NY. July 18, 2023.
3. Avery, Brian. Interview with Molly Duerig. Experts raise concerns about a proposed public records exemption for amusement rides. Spectrum News 13. Orlando, FL. March 24, 2023.
4. Avery, Brian. Interview with Molly Duerig. Orlando FreeFall ride to come down soon. Spectrum News 13. Orlando, FL. March 7, 2023.
5. Avery, Brian. Interview with Molly Duerig. Safety expert says Florida's amusement ride laws need improvement. Spectrum News 13. Orlando, FL. November 23, 2022.
6. Avery, Brian. Interview with Les Trent. Detroit Giant Slide Sent Kids Flying. Inside Edition. New York, NY. August 23, 2022.
7. Avery, Brian. Interview with Nick Papantonis. Florida's amusement ride safety proposal doesn't go far enough, expert says. WFTV 9 ABC. Orlando, FL. July 21, 2022.
8. Avery, Brian. Interview with Amy Kaufeldt. Manual adjustments made to Tyre Sampson's seat, report states. Fox News 35 Good Day Orlando. Orlando, FL. April 21, 2022.
9. Avery, Brian. Interview with Ann Mercogliano. Was 14-Year-Old Who Died at Orlando Amusement Park Too Heavy for Ride? Inside Edition. New York, NY. April 1, 2022.
10. Avery, Brian. Interview with Merris Badcock. No age restriction to operate high-thrill rides in Florida, says ride safety expert. Click Orlando, Channel 6. Orlando, FL. March 30, 2022.
11. Avery, Brian. Interview with Holly Bristow. Orlando FreeFall ride death: State Senator looking to take action to make amusement rides safer. Fox News 35 Orlando. Orlando, FL. March 31, 2022.
12. Avery, Brian. Interview with Merris Badcock. Lawmakers respond to News 6 Orlando FreeFall investigation as ride expert uncovers confusion in state law. Click Orlando, Channel 6. Orlando, FL. March 30, 2022.
13. Avery, Brian. Interview with Holly Bristow. Orlando FreeFall death: Ride safety experts say teen's harness was not properly secured. Fox News 35 Orlando. Orlando, FL. March 30, 2022.
14. Avery, Brian. Interview with Danielle Lama. California family experienced similar amusement ride tragedy in 1999. Fox News 35 Orlando. Orlando, FL. March 29, 2022.
15. Avery, Brian. Interview with Amy Kaufeldt. Orlando FreeFall rider death: Safety expert explains rider limitations. Fox News 35 Good Day Orlando. Orlando, FL. March 29, 2022.
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2. Avery, B. D. (2018). Safety: An Outsider's Perspective. insulation outlook. Reston, VA: National Insulation Association.

3. Avery, B. D. (2018). Under the Big Top. Club & Resort Business. Mobile, AL: Harbor Communications.
4. Avery, B. D. (2017). Planning for Unexpected Weather Events: Stories From the Field and Lessons Learned. By Christine Loomis, Corporate & Incentive Travel. Boca Raton, FL: Coastal Communications Corporation.
5. Avery, B. D. (2016). 9 Rules To Follow To Keep Your Children Safe On Bounce Houses. By Ashley Lauretta, TLC. Silver Springs, MD: Discovery Communications, LLC.
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7. Avery, B. D. (2016). 4 Tips for Providing Proper Medical Care at Events. By M. Laufik, BizBash. New York, NY: BizBash Media.
8. Avery, B. D. (2015). Risk Management: Assure Personal Safety and Data Security With a Solid Crisis Management Plan. By K. Brost, Insurance and Financial Meetings Management. Boca Raton, FL: Coastal Communications Corporation.

Self-Published / Edited

1. Avery, B. D., & Avery, W. H. (2002). Inflating Safety, Deflating Risk. Orlando: Self Published.
2. Avery, W. A. (2002). Emergency Disaster Guidelines and Procedures for the Sports, Leisure, and Entertainment Industry (B. D. Avery, Ed.). Orlando: Self Published.
3. Avery, W. A. (2002). Emergency Disaster Guidelines and Procedures for General Business (B. D. Avery, Ed.). Orlando: Self Published.
4. Avery, W. A. (2002). The Safety Guide for the Sports, Leisure and Entertainment Industry (B. D. Avery, Ed.). Orlando: Self Published.
5. Avery, W. A. (1998) 2000 and Beyond – Amusement Ride Warnings (B. D. Avery, Ed.). Orlando: Self Published.

Professional Experience

Brian D. Avery (Talking Beard Media, LLC), Gainesville, Florida, 2017-present

Managing Member (owner and manager):

- Public speaker and content creator specializing in life safety.

Frontline Event Services, LLC, Orlando, Florida, 2012-2017

Managing Member (co-owner and manager):

- Provided high-tech photo and video rental services for meetings and events, offering state-of-the-art equipment to capture memorable moments.
- Delivered engaging experiential marketing experiences to create immersive brand interactions.
- Offered aerial photo and video services for meetings, events, and real estate, utilizing FAA-registered unmanned aircraft to capture aerial perspectives.
- Provided reliable temporary event staffing to ensure smooth operations and seamless event execution.

Event Safety & Security Services, LLC, Gainesville, Florida, 2009-present

Managing Member (co-owner and manager):

- Offer comprehensive safety consulting services for event, venue, and attraction providers, helping them establish and maintain a safe environment for their guests.
- Provide expert witness services for attorneys and insurance providers in the field of event, venue, and attraction operational safety, offering insights and expertise in legal proceedings.
 - ***Expert Witness Services***
 - Brian D. Avery has an extensive record as an expert witness, providing expertise in over 100 legal matters across 30 states, the District of Columbia, the United Kingdom, and the US Virgin Islands. His experience spans a wide range of courts, including United States District Courts, such as the Eastern District of Washington, District of Massachusetts, Middle District of Florida-Orlando, and Southern District of Florida-Miami. He has also testified in international courts, including The Crowns Court in Chelmsford, England, and the Supreme Court of the State of New York. Brian's expertise has been sought in numerous state courts, including those in Pennsylvania, Ohio, South Carolina, Texas, Nevada, Minnesota, Louisiana, Connecticut, New Hampshire, Indiana, and Massachusetts. He has also provided expert testimony in various circuit and superior courts and district and state courts throughout the country.
- Ensured the security of events by providing licensed event security staffing.

Avery Entertainment Group, LLC (Avery & Avery), Orlando, Florida, 2006-2009

Managing Member (owner and manager):

- Offered expert witness services in the field of event, tourism, and attraction operational safety for attorneys and insurance providers, providing expertise and insights in legal cases and insurance claims.

GES Exposition Services, Orlando, Florida, 2005-2006

Safety Manager:

Applied and ensured compliance with federal, state, and local regulations, including OSHA, NFPA Life Safety Code 101, and Fire Marshal's Office regulations, to maintain a safer working environment for warehouse and convention show-site operations during move-in, show-open, and move-out phases. Successfully managed safety and health matters for union and non-union environments, addressing general liability, worker's compensation claims, accident investigations, and providing expert analysis and recommendations. Developed and delivered comprehensive safety and health policies and procedures to enhance operational safety and mitigate risks. Demonstrated expertise in managing the safety aspects of various high-profile events and shows, such as the American Library Association, International Dairy-Deli-Bakery Association, Premiere Beauty Show, Orlando Boat Show, Orlando Home and Garden Show, Surf

Expo, The Florida Restaurant Show, Southern Women's Show, Central Florida International Auto Show, The Plastics Show, and Orgill.

Key Accomplishments:

- Played a vital role in facilitating the recovery of tradeshow activities in New Orleans following the aftermath of Hurricane Katrina.
- Implemented a robust on-site instant substance abuse testing program for reasonable suspicion and post-accident cases, ensuring a safer and drug-free work environment.
- Led the development and implementation of a company-wide safety and health campaign and training program, enhancing employee awareness of workplace policies and procedures, which was successfully adopted across the organization.
- Contributed to a significant reduction in injury rates year-over-year by 33% and general liability incidents by 47%, demonstrating a proactive approach to risk management.
- Designed and executed a comprehensive modified job duty program, providing effective strategies for accommodating injured employees and facilitating their return to work.
- Developed and implemented a comprehensive emergency action plan for the entire organization, ensuring preparedness and swift response to emergency situations.

SeaWorld and Discovery Cove, Orlando, Florida, 2003-2005

Safety and Health Specialist:

Ensured compliance with federal, state, and local regulations by verifying that all park-wide operations adhered to standards set by organizations such as OSHA, NFPA Life Safety Code 101, and the Florida Department of Agriculture and Consumer Services Amusement Ride requirements. Developed, managed, and implemented comprehensive employee-based safety training programs, equipping staff with the necessary knowledge and skills to prioritize safety in their roles. Conducted thorough investigations into incidents involving employees and guests, identifying causes and contributing factors, and assisted in implementing preventive measures to mitigate future risks. Provided support in the planning, installation, and construction of major amusement ride attractions, show venues, themed merchandise facilities, food locations, and events, ensuring adherence to safety protocols throughout the process. Conducted detailed analyses and presented findings on operational safety considerations for live entertainment shows and parades, contributing to the design and execution of safe and engaging experiences for patrons. Performed quarterly inspections of assembly occupancies, ingress/egress areas, park pathways, parking lots, and behind-the-scenes locations to identify potential safety hazards and address them promptly and proactively. Conducted thorough inspections of patron-carrying devices, including trams, golf carts, shark cages, simulators, and various amusement rides and devices such as trampolines, roller coasters, water rides, climbing walls, flat rides, play centers, and inflatables, ensuring their compliance with safety standards and regulations.

Key Accomplishments:

- Conducted comprehensive investigations into amusement ride and device incidents, ensuring compliance with safety regulations, and implemented appropriate corrective measures.

- Developed and implemented a computer-based safety awareness training program for Busch Entertainment Corporation, effectively fulfilling annual safety training requirements for employees.
- Demonstrated leadership as a liaison of a hurricane ride-out team, successfully navigating three hurricanes without any employee injuries.
- Organized and facilitated Business and Emergency Response Team (BERT) training sessions for safety committee members, enhancing their preparedness for emergency situations.
- Co-designed and executed simulated park-wide and attraction-specific training exercises, effectively addressing predetermined potential threats and enhancing emergency response capabilities.
- Successfully completed a park-wide department-specific management training program, acquiring expertise in areas such as Animal Care, Zoological, Cash-Control, Admissions, Brewery School, Guest Services, Entertainment, Horticulture, Food and Beverage, Operations, and Merchandise.

SeaWorld and Discovery Cove, Orlando, Florida, June-October 2001

Accident Investigator:

Conducted thorough investigations of incidents involving guests, including assembly occupancies, park pathways, slips/trips/falls, animal contacts, amusement rides, device injuries, food and beverage illnesses, and health-related medical emergencies. Analyzed guest incident reports and identified trends, providing valuable insights to enhance safety measures and mitigate risks. Developed comprehensive policies and procedures in compliance with federal, state, and local regulations, such as OSHA, NFPA Life Safety Code 101, and Florida Department of Agriculture and Consumer Services Amusement Ride requirements. Assisted the Director of Environmental, Health and Safety with additional safety and health responsibilities as required.

Key Accomplishments:

- Spearheaded developing, implementing, and administering a robust park-wide safety inspection program encompassing all guest locations, such as amusement rides and devices, assembly occupancies, ingress/egress, park pathways, and parking lots.
- Utilized mapping tools to track inspections efficiently and incident locations across various stadiums, ensuring comprehensive coverage and streamlined monitoring.
- Conducted in-depth analysis of incident trends related to amusement park rides, identifying root causes and recommending appropriate corrective actions to enhance guest safety.
- Played a pivotal role in evaluating, editing, and implementing a revised emergency action plan for the entire park, enhancing preparedness and response protocols.

Avery Safety Consulting, Inc., Orlando, Florida, 1998-2005

Safety Consultant:

Conducted comprehensive inspections of amusement rides, devices, and facilities at various venues, ensuring compliance with federal, state, and local regulations, including OSHA, NFPA Life

Safety Code 101, and Amusement Ride and Device standards. Analyzed and documented inspection findings from field inspections and investigations of assembly occupancies, amusement rides and devices, live entertainment shows, and passenger-carrying devices (such as trams, golf carts, and simulators), providing insightful analysis and recommendations. Reviewed existing safety and health policies, procedures, and training programs and actively contributed to their development and enhancement to promote a culture of safety and compliance.

Key Accomplishments:

- Successfully launched and conducted thorough inspections of the pioneering themed interactive water animal attraction, setting a benchmark for the industry in the United States.
- Co-authored and edited three comprehensive manuals for the amusement and leisure industry: Emergency Disaster Guidelines and Procedures, The Safety Guide, and Inflating Safety Deflating Risk, providing valuable resources for promoting safety and risk management practices.
- Conducted pre-opening liability inspections for major amusement facilities, including SeaWorld and Discovery Cove, ensuring compliance with safety regulations and mitigating potential risks.
- Played a vital role in performing due diligence for the GE/NBC acquisition of Universal Studios and Wet n' Wild, providing critical insights into safety and risk factors.
- Conducted extensive pre-opening and show-run inspections spanning multiple years for the New Mexico State Fair Authority, ensuring safe and successful operations throughout the fair's duration.

Universal Orlando, Orlando, Florida, June-December 1998

Assistant Food and Beverage Manager:

Managed and oversaw operations of several themed restaurants, accommodating approximately 280 guests. Led a team of employees, handling their training, scheduling, and ensuring optimal performance. Implemented effective inventory control measures to maintain adequate supplies and minimize waste. Conducted regular facility safety inspections to ensure compliance with safety standards and create a pleasant dining environment. Generated daily and weekly food safety reports, ensuring health and sanitation regulations adherence.

Key Accomplishments:

- Played a key role in the planning and successful execution of large-scale multi-day special events, such as Mardi Gras, ensuring a seamless experience for attendees.
- Exhibited exceptional expertise in catering to private parties hosting esteemed guests, including corporate executives, celebrities, and sports figures.
- Supervised and directed a team of 75 associates per shift, overseeing wait staff, bartenders, and kitchen personnel, ensuring smooth operations and exceptional service delivery.