

To Whom It May Concern:

Whether on land, sea or sky, Michael Roddy has found a way to make any surface (even the air) a canvas for entertainment that delights and thrills.

I was fortunate to work with Michael through on launching several new and critical experiences for Walt Disney World guests: the Frozen Ever After singalong – which became such an immediate hot ticket that the park had to implement a new process for lining up guests and escorting them into each show; a new Star Wars laser, light, video, music and fireworks show; transforming the Epcot's iconic Spaceship Earth into the Death Star; a five-piece acapella vocal showcase called American Music Machine; and the first ever U.S. light show using drones at Disney Springs.

This is just a fraction of the memories Michael has created. When most people think of the creative process, it can conjure a presumption of the artist going off, creating where and when they can, and coming back with something that tells a personal story, reflects current events, or is an experimentation. While some of that may be incorporated into Michael's projects, what made him a fantastic to work with was that he also kept in mind the strategy – the goal to get guests to come out to see, hear, feel, sing along, clap and cheer. That may seem like an ugly marketing term for an artist. But he brought funny, inspiring, stunning and memorable shows to life.

He's also collaborative. Whenever we needed a spokesperson for media interviews, to help us craft descriptions of the experiences, and to be a liaison between the technical and the non-technical folks, he was more than happy to do so. His work ethic could probably also be measured by a Fitbit that tracks countless hours, when most are asleep, of rehearsals, writing, problem solving and polishing.

I strongly recommend Michael. Please don't hesitate to contact me if you have any questions about his commitment, creativity and innovation.

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