

Bryan Wittman

ADVISOR



Full Professional Biography

For more than three decades, Bryan's Wittman's professional life has been defined by his innovative marketing and production of family entertainment, special events, celebrations and commercial developments around the world.

The successful executive's career was officially launched in 1976 at The Erie County Fair and Exposition in his hometown of Hamburg, New York. There Bryan excelled at a number of jobs including management of the fair's expansive entertainment facilities. His teenage work experience eventually propelled Bryan into the ranks of executive positions with Darien Lake, Marriott and Six Flags Theme Parks, the Ice Capades and ultimately, The Walt Disney Company.

Bryan spent 29-years working with Disney, expertly planning and producing his way from the Promotions Department to the office of Corporate Vice President of Global Special Events. In that role, he was responsible for the creative development, production and marketing of major grand openings, special events, entertainment and festivals for Disney Theme Parks and Resorts worldwide. As his career advanced, Bryan's expertise expanded to include commercial development, operations, hospitality, talent relations and guest service.

Through Bryan's leadership, Disney expanded from creating and producing special events, festivals and movie premieres onsite at the company's Theme Parks and Resorts, to producing events at renown locations including New York City's Times Square, Los Angeles' Hollywood Boulevard and The White House in Washington, DC. Bryan was additionally responsible for developing Disney Cruise Line christenings and promotional events for then Disney-owned Mighty Ducks (National Hockey League) and the Los Angeles Angels (Major League Baseball).

Bryan's global focus encompassed the marketing of numerous large-scale development projects including Hong Kong Disneyland, California Adventure Theme Park, the Downtown Disney Entertainment Complex, ESPN Zones and hundreds of thrill rides, attractions, parades and celebrations. He served as the creative force behind Disney productions at a number of Super Bowl halftime shows, Macy's Parade and Pasadena's famed Rose Parade. In 2008 and 2012, Bryan was invited to serve as a Rose Parade judge, the only person in the 126 year history of the event to be extended that dual honor.

In 2018, Bryan created and launched the Dry Creek Group Marketing firm providing clients around the world with World-class marketing solutions with a touch of magic.

Bryan attended St. Francis High School and is a graduate of Ashland University in Ohio, where he earned a BA in Broadcast Marketing. Recently retired, Bryan and his wife, Kathy reside in Hamburg, New York and are actively involved with special projects for organizations including Roswell Park Comprehensive Cancer Center, The Billittier Foundation, JP's Autism Foundation, St Francis High School and Mercy Hospital.

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Advisor, Soterient