

CURRICULUM VITAE

R. Ray Eddy

University of Central Florida / College of Business / 12744 Pegasus Dr.

Orlando, FL 32816

E-Mail: Ray.Eddy@ucf.edu

EDUCATION

- 2021 **PhD, Texts & Technology**
University of Central Florida
- 1994 **Master of Arts in Teaching**
Duke University
- 1992 **Bachelor of Science in Mathematics**
Duke University
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RESEARCH AND TEACHING INTERESTS

- Immersion – Entertainment and Business
 - Management
 - Production
 - Entertainment – film/television, video games, theme parks and attractions
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ACADEMIC EXPERIENCE

- 2017 – present **University of Central Florida** **Orlando, FL**
Lecturer, College of Business (Fall '22-present)
 - Teaching, service, and research for Integrated Business programInstructor/Lecturer, Tourism, Events, and Attractions Dept. (Fall '17-Summer '22)
 - Teaching, service, and program development for the Gregory Elias Entertainment Management Program at Rosen College of Hospitality Management
- Sum. 2018-19 **University of Central Florida**
Study Abroad Leader. Designed and coordinated programs. Led group of students across Europe for personal experience and cultural study. Created two brand new courses for this purpose.
 - 2018 locations included Switzerland, France, England and Scotland
 - 2019 locations included Spain, France, Germany and the Netherlands
- 2015 – 2017 **Valencia College** **Orlando, FL**
Professor, Mathematics
 - Taught numerous mathematics classes
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BOARD MEMBERSHIPS

- 2016 – present **Entertainment Management Advisory Board**
Chairman (2020-2022)
Internship Coordinator
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NON-ACADEMIC EXPERIENCE

- 2011-present **Lost Coven Films, LLC** **Orlando, FL**
President and Founder

	<ul style="list-style-type: none"> ▪ Film production ▪ Personal reel: https://www.dropbox.com/s/sew9tkd9hfotpbw/RayEddyStuntReel.m4v?dl=0 	
2001-2020	Walt Disney World Multiple roles <ul style="list-style-type: none"> ▪ Entertainment Manager ▪ Stunt Manger ▪ Stunt performer and actor 	Orlando, FL
1996-2016	Superior Marching Band Enterprises, Inc. President and Founder <ul style="list-style-type: none"> ▪ Nationwide music camps ▪ Instruction and show design 	Durham, NC
1994 – 1996	University of North Carolina at Chapel Hill Area Director <ul style="list-style-type: none"> ▪ Training ▪ Counseling ▪ Programming 	Chapel Hill, NC
1992-1993	Hewitt Associates Consultant <ul style="list-style-type: none"> ▪ Client interface testing 	Lincolnshire, IL

RESEARCH, SCHOLARLY, and CREATIVE

Papers: Eddy, R. and Macy, R. (2022) "Immersion in Video Gaming: Does it Matter?" Institute for Global Business Research International Conference Proceedings.

Eddy, R., Baker, C., Macy, R., Murray, J., and Salter, A. (2020) "Hacking Droids and Casting Spells: Locative Augmented Reality Games and the Reimagining of the Theme Park." ACM Conference on Hypertext and Social Media Proceedings.

Baker, C. and Eddy, R. "Embodied Narrative through Theme Park Stunt Show Performance." (Under review)

Book chapters: Baker, C., Eddy, R., & Bailey, D. (2022). Immersive Worlds and Sites of Participatory Culture: The Evolution of Screen Tourism and Theme Parks. In: *Screen Tourism and Affective Landscapes*, E. Champion, J. Stadler, and R. Peaslee (Eds.). Accepted.

Eddy, R., and Macy, R. (2022) *Entertainment Management*, In: Hospitality: An Introduction, Brymer et al. ed., Kendall Hunt Publishing.

Book reviews: Eddy, R. Review of Goldsmith, Mike, *Sound: A Very Short Introduction*. H-Podcast, H-Net Reviews. October 2019. URL: <http://www.h-net.org/reviews/showrev.php?id=54650>

Grants: Fu, X., Baker, C, & Eddy, R. Dean Scholars Grant to support the project entitled "Deconstructing Narrative Immersion in the Theme Parks." (\$2,500)

Presentations: Eddy, R. and Baker, C. (2021) "Embodied narrative through theme park stunt show performance." Presented at the Themed Experience & Attractions Academic Society (TEAAS) Symposium, virtual.

Bliznik, S., Baker, C., Eddy, R., and Christodoulidou, N. (panel discussion) (2021) "The Impacts of COVID-19 to Theme Park and Entertainment Tourism." Presented at the Southwest Academy of Management (SWAM) Virtual Conference, virtual.

Eddy, R., Baker, C., Macy, R., Murray, J., and Salter, A. (2020) "Hacking Droids and Casting Spells:

Locative Augmented Reality Games and the Reimagining of the Theme Park.” Presented at the 31st Proceedings of ACM Conference on Hypertext and Social Media, virtual.

Eddy, R. (2019) "Immersion in Entertainment." Presented at the International Association of Tour Directors and Guides (IATDG) Conference, Orlando, Florida.

Macy, R., and **Eddy, R.** (2019) "Organizing for Fandom: Boutique Entrepreneurship." Presented at the 5th World Research Summit in Hospitality and Tourism, Orlando, Florida.

Eddy, R. (2019) "Storytelling as Education." Presented at the Ensō Education Institute, Orlando, Florida.

Eddy, R. (2019) "Careers in Entertainment. Presented to the National Society of Minorities in Hospitality, Orlando, Florida.

Campus talks: "Excellence in Undergraduate Teaching." UCF-Rosen College Teaching Colloquium, 2021.

"Teaching as a Performing Art." UCF-Rosen College Teaching Colloquium, 2021.

"Theming in Event Design." UCF-Rosen College Career Fair, 2021, '22

"Immersion as an Academic Construct." UCF School of Visual Arts and Design, 2021

TEACHING

University of Central Florida

2017 – present

GEB 3031	Integrated Business Fundamentals
HFT 2071	Introduction to the Entertainment Industry
HFT 2330	Entertainment Management
HFT 3375	Entertainment Business
HFT 3798	Fairs and Festivals
HFT 3795	Leading in the Entertainment Industry
HFT 4371	Entertainment Across Cultures (course creator)
HFT 4372	Events and Attractions Across Cultures (course creator)
HFT 4377	Entertainment Production Management
HFT 4755	Theme Park and Attraction Management
HFT 4795	Entertainment Arts and Events

Valencia College

2015 – 2017

MAT 1033C	Intermediate Algebra
MAC 1105	College Algebra
MGF 1106	College Mathematics
MAC 1114	College Trigonometry
MAC 1140	Precalculus Algebra

Stage Combat

2009-present

Instruction in performance and safety in both armed and unarmed stage combat. Private training and group instruction through various institutions:

- Walt Disney World
- Dramatic Education, Inc.
- Orlando Stage Combat

PROFESSIONAL ACTIVITIES AND SERVICE

Committees and Other Service:

University Study Abroad Committee – UCF
University Selection Committee for Director of UCF Study Abroad Program – UCF
AESP Committee – UCF-Rosen College
Strategic Planning Committee – UCF-Rosen College
Teaching Incentive Program selection committee – UCF-Rosen College
Excellence in Undergraduate Teaching Award selection committee – UCF-Rosen College
Awards Committee – UCF-Rosen College
Scholarship Committee – UCF-Rosen College
Pineapple Ball/Hospitality Hall of Fame Committee – UCF-Rosen College
Founder and sponsor of four new Student Organizations (film/TV careers, theatre experience, and two for Entertainment Management) – UCF-Rosen College
Created and led two different Study Abroad experiences – UCF-Rosen College
Guest speaker at 10-12 student events per year – UCF-Rosen College
Multiple faculty hiring selection committees – UCF-Rosen College
Phi Theta Kappa Honor Society – advisor and conference support – Valencia College

PROFESSIONAL DEVELOPMENT IN INSTRUCTION

Safe Zone Training for diversity and inclusion – UCF, 2021
Panopto Training – UCF, 2021
UCF NACE Competency Faculty Champions program – UCF, 2020

AWARDS

Teaching Incentive Program – UCF-Rosen College, 2022
Dean's Star Award – UCF-Rosen College, 2022
AIM High (Affordable Instructional Materials) Award – UCF, 2022
Excellence in Undergraduate Teaching Award – UCF-Rosen College, 2021
Rosen College Hero Award – UCF-Rosen College, 2020
Teacher of the Year – TEA Department, UCF-Rosen College, 2018
Partners in Excellence – Walt Disney World, 2006
William J. Griffiths Service Award – Duke University, 1992

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
Themed Experience Association (TEA)
International Association of Amusement Parks and Attractions (IAAPA)
Society of American Fight Directors (SAFD)