

# CURRICULUM VITAE

## R. Ray Eddy

University of Central Florida / Rosen College of Hospitality Management

Orlando, FL 32819

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### 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
  - Theme Parks and Attractions
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### ACADEMIC EXPERIENCE

- 2017 – present      **University of Central Florida**      **Orlando, FL**  
Instructor/Lecturer, Entertainment Management program; Tourism, Events, and Attractions Dept.
  - 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 program. 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, Board of Directors (2020-present)  
Internship Coordinator
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### NON-ACADEMIC EXPERIENCE

- 2011-present      **Lost Coven Films, LLC**      **Orlando, FL**  
President and Founder
  - Film production
  - Personal reel: <https://www.dropbox.com/s/sew9tkd9hfotpbw/RayEddyStuntReel.m4v?dl=0>

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

## RESEARCH, SCHOLARLY, and CREATIVE

**Papers:** 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)

**Textbooks:** Macy, R., and Eddy, R. *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>

**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 5<sup>th</sup> 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.

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## **TEACHING**

### **University of Central Florida**

*2017 – present*

HFT 2071	Introduction to the Entertainment Industry
HFT 2330	Entertainment Management (adjunct in Fall '16 and Spring '17)
HFT 3798	Fairs and Festivals (study abroad '18)
HFT 3795	Leading in the Entertainment Industry
HFT 4371	Entertainment Across Cultures (course creator, study abroad '19)
HFT 4372	Events and Attractions Across Cultures (course creator, study abroad '19)
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

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## **PROFESSIONAL ACTIVITIES AND SERVICE**

### **Committees and Other Service:**

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

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## **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

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## **AWARDS**

Excellence in Undergraduate Teaching Award – Rosen College, UCF, 2021

Rosen College Hero Award – Rosen College, UCF, 2020

Teacher of the Year – TEA Department, Rosen College, UCF, 2018

Partners in Excellence – Walt Disney World, 2006

William J. Griffiths Service Award – Duke University, 1992

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## **PROFESSIONAL AFFILIATIONS**

Academy of Management (AOM)

Themed Experience Association (TEA)

International Association of Amusement Parks and Attractions (IAAPA)

Society of American Fight Directors (SAFD)