

Since 1980, MR ProFun has built for itself a reputation as a global leader in advisory and management services that enable our clients to achieve their strategic, operational, and financial objectives

Beginning in 2010, we established a long-term, on-the-ground presence in China and have assisted some of the largest and best-known Attractions in the country. Our international team of experienced professionals bring the expertise and market understanding required to make your new Attractions dreams a reality

Our work in China has taken us from...

...the snowy north of Heilongjiang to the sandy beaches of Hainan Island and from the urban metropolis of Beijing to the peaceful hills of Yunnan. MR ProFun has supported clients throughout China with their Tourist, Cultural, and Entertainment Attraction projects



Our Advisory and Management Services...

...are adapted to every project at every stage—from the earliest visioning to pre-opening planning to post-opening Operations—to ensure our clients are able to successfully introduce the world to China's most exciting, most innovative, and most rewarding entertainment experiences

Our China-Based Team Includes...

Mr. Ron Merriman, Managing Director—Planning Services
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Mr. Joel Ward, Managing Director—Operations Management
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Ms. Samantha Yu, Business Development Manager
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Learn more at
www.mrprofunchina.com

MR ProFun Leadership Team

Ron Merriman

Managing Director, Planning and Advisory Services



Mr. Merriman brings more than 20 years of Tourism & Entertainment Industry experience to his role overseeing Advisory & Planning services for MR ProFun clients. Since arriving in China in 2009, Ron has overseen nearly a dozen projects—and served as the General Manager for the Expo 2010 Information and Communications Pavilion. Prior to joining MR ProFun, Ron worked as a senior executive with Accenture's Media & Entertainment practice where his clients included The Walt Disney Company, 20th Century Fox, and Caesars Entertainment Corporation. Ron has a Bachelors Degree from Dartmouth College and an MBA from the Haas School of Business at the University of California at Berkeley .

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Joel Ward

Managing Director, Operations Management



Joel brings over 20 years of experience in the theme park business to the MR ProFun China team. Before joining MR ProFun, Joel worked at DreamWorks Animation where he initiated and led the company division for global development of theme park and location based entertainment businesses. Prior to DreamWorks, Joel was an executive at Universal Studios Hollywood. Where he held senior positions in both operations and marketing. As VP of Brand Marketing, he brought his extensive expertise in special events, operations, guest experience and strategic planning to the company's marketing strategy and revenue growth initiatives. Joel's extensive experience in Asia, along with his marketing and operations background, are invaluable assets to the MR ProFun team.

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[Learn more at www.mrprofunchina.com](http://www.mrprofunchina.com)

MR ProFun Project Experience



Great Wall Heritage Site – Badaling China

MR ProFun has been assisting client with all aspects of Strategic Planning, Program Management, and Operations Planning for this dramatic expansion of tourist attractions, facilities and infrastructure for China's most famous and significant tourist destination

Indoor Theme Park – Qingdao, China

Major oceanfront development that includes indoor and outdoor entertainment attractions. MR ProFun has been providing Strategic and Business Plans, as well as supporting the client's designers with Design Optimization services



World Expo 2010 – Shanghai, China

MR ProFun oversaw all pre-opening Operations Planning and all day-to-day Operations Management for the China Mobile & China Telecom Information and Communications Pavilion, hosting over three million visitors at this award-winning pavilion

Multi-Attraction Resort – Guiyang, China

Major mixed-use development that includes indoor and outdoor theme parks, an aquarium, an indoor ski park, and various cultural entertainment facilities. MR ProFun has been assisting client with Market Positioning Strategy and Business Planning



Overview of MR ProFun Services

MR ProFun provides Attractions developers with a wide range of planning and management services designed to increase visitor attendance, achieve operational excellence, and maximize financial performance

Strategic & Business Planning



As Operators, MR ProFun knows what it takes for an Attraction to succeed over the long-term. This experience allows us to help our clients “plan with the end in mind,” ensuring that solid business and operational strategies set the direction for a project from its earliest stages

Committing to world-class Attraction Design is a major investment. MR ProFun helps our clients get the best possible return on this investment by ensuring that what is eventually designed and built can be operated efficiently and profitably over the long-term



Design Optimization

Operations Management



A high-quality Operation is where the “rubber meets the road” for a new Attraction. Even the very best designed Attractions can fail if the guest experience is compromised by low-quality Operations. MR ProFun provides Attraction owners with the confidence that everything will be right from Day 1

Owners face the challenge of coordinating the many designers, construction teams, and ride/show makers needed to develop a major Attraction. MR ProFun’s experience as Operators allows us to assist owners with this coordination by keeping all project participants focused on the end product



Program Management