

# Profile - Mark Braddock



With extensive and worldwide experience of large scale visitor attractions, Mark Braddock's background provides operating expertise in all areas of theme park and event operation - both pre- and post-opening - including conceptual design, construction management, financial systems, catering, merchandising, cleansing, security, marketing and public relations.



Past experience includes working at Europe's premier theme park - Alton Towers in Staffordshire, England - where Mark worked as a Retail Area Manager and Assistant Food and Beverage Manager. With responsibility for management of catering and retail outlets, and merchandising he gained valuable experience in strategic and operational planning, budgets and forecasting, as well as menu construction, product appraisal and staff training. While working at the park, Mark also had the opportunity to gain experience in the installation and operation of a new multi-million pound ride.



Mark then took a one year contract with Eurest Hong Kong - part of Compass Group - at Hong Kong's Ocean Park, as Senior Food and Beverage Advisor, helping to implement a HK\$11 million investment programme for the food and beverage operations on site. He was responsible for liaison with Hong Kong's licensing authorities, as well as having considerable involvement in logistical and operational planning for catering and merchandising at the 1996 Hong Kong Rugby Sevens - one of the biggest events on the Hong Kong sporting calendar.



Working as Revenue Manager at Wonderland - a combined water and theme park in Dubai - Mark held responsibility for secondary spend areas, including food and beverage, retail, video arcade, ride photography, concessions and a retail and catering warehouse.

Returning to the UK, Mark was involved in the organisation of the Millennium Dome celebrations. The Dome was an extremely successful business, attracting more than 6.5 million visitors over 12 months. Mark was responsible for more than £13 million of the public catering turnover, with a role that covered design and construction of catering facilities, menu and product selection, local license applications, sourcing and systems implementation, as well as having an in depth involvement in the Millennium Eve celebrations.

Other experience has included opening a successful bar and night club in Dubai and work for mobile carnival operations in Dubai, Singapore and Hong Kong.

Zazz Projects Ltd

Experts in the planning, coordination and management of events and attractions.

+44 (0) 1889 560676

[www.zazz-projects.com](http://www.zazz-projects.com)

