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Top Skills

Marketing Strategy
Strategic Thinking
Brand Management

Lee Kitchen

Magical Innovation and Creativity Dude!
Davenport

Summary

Lee Kitchen is a 5-star Innovation Catalyst, Workshop Leader, Culture-Change Agent, Design Thinking Trainer and Seasoned Meeting Facilitator. During his 32 years at The Walt Disney Company, he helped create some of their most impactful marketing campaigns, memorable guest experiences and real-time operational efficiency changes. Now he serves companies hungry for innovation, internal creativity and fresh thinking. Here are a few of Lee's specialties:

Lee can TRAIN your team to think more creatively; helping them solve challenges and invent incredible new things, all while changing mindsets to innovate more often.

Lee can help your team INVENT solutions to your business challenges by facilitating a structured problem-solving process to help people think differently.

Lee can also be tapped for bite-sized innovation and creativity WORKSHOPS and KEYNOTES which are as enlightening as they are motivating.

Experience

Magical Dude Consulting LLC
Lead Innovation Catalyst
January 2018 - Present (3 years 11 months)
Orlando, Florida Area

In this entrepreneurial role, I am part Innovation Catalyst, Workshop Leader, Culture-Change Agent, Design Thinking Trainer and Seasoned Meeting Facilitator. I serve a wide variety of companies hungry for innovation, internal creativity and fresh thinking. Here are a few of my specialties:

TRAINING – I offer an intense training program that teaches creative confidence and innovation prowess within your team. Participants learn: the PROCESS, an easy framework for repeatable innovation; easy-to-use TOOLS to help them think differently; better collaboration BEHAVIORS that compliment both the process and the tools. This training is always well received and turns innovation barriers into enablers that unlock previously “impossible” solutions.

STRUCTURE – I use the proven DESIGN THINKING approach in both TRAINING and INVENTING, which helps teams collaborate better to co-create results. This is the same approach used by innovation leaders like Disney, HP and Kimberly-Clark. Here’s the skinny on the steps I use:

SCOPING – We clearly define the business challenge and get everyone stoked to work on it.

EMPATHIZING – We uncover insights by immersing ourselves in our consumers’ mindsets and environments.

IDEATING – We use proven brainstorming tools to create a huge set of possibilities and novel solutions.

DEVELOPING – Finally, we evaluate and polish those great ideas to get the best ROI we can!

WORKSHOPS AND KEYNOTES – For those who want to motivate, excite and inspire their team, I have several 1-3 hour, “tapas style” workshops in my arsenal. These are the perfect way to infuse some fun, creativity and learning into everyday company life. Topics include defining challenges, hosting the perfect brainstorm, discovering creative confidence, pitching ideas, and even the value of spontaneity.

MagicMakers® Group

Independent Consultant

June 2019 - Present (2 years 6 months)

Orlando, Florida Area

The Walt Disney Company

Creativity and Innovation Catalyst, Creative Inc.

February 2007 - November 2017 (10 years 10 months)

Orlando, Florida Area

As a Creativity and Innovation Catalyst for Disney's in-house creative problem solving agency, Creative Inc, part of Walt Disney Parks and Resorts Marketing, I led the Creative Problem Solving facilitation process around both

creative and strategic challenges across many Disney lines of business with marketing responsibility as well as other key Corporate partners. I served as an idea champion for marketing partners to tap into on an as needed basis to help on short term ideation around a given issue.

I was also responsible for the developing a culture of innovation and creative thinking, working with key leaders across the Parks Marketing division, identifying and training idea champions and innovation catalysts to work on innovation pilot programs.

I was most proud of being the Community Manager of the internal Disney crowd sourced idea site, Creative Lab - seeking out, sourcing and reporting new trends, technology and innovation to serve up to our entire organization. Our team also hosted a monthly innovation and trend report called Creative Couch, which was a way to inspire the organization by showcasing novel ideas and concepts from a variety of industries.

Disney Cruise Line

Associate Brand Manager

March 2003 - February 2007 (4 years)

Celebration, FL

In this role, I was responsible for developing strategies and consumer relationships that drove interest, bookings and guest-retention for the Disney Cruise Line business. During my time here I helped launch and sustain the Castaway Club, a 'tenured guest' program, through a variety of direct mail and emerging digital marketing tactics. I was also responsible for the pre- and post-cruise communication stream, working closely with our operations and travel partners to inform guest of available experiences on-board and on-shore (pre-cruise) and reminding our guests of their amazing experience once they returned home through sales offers and other CRM tactics. I was often utilized in a broadcast and special event capacity as well, as our tiny-but-mighty team of marketers often took advantage of skill sets other than our primary role.

The Walt Disney Company

Associate Brand Manager

April 1997 - February 2003 (5 years 11 months)

Celebration, FL

In this role, I was responsible for developing strategies that drive the Disney Theme Parks business including leading the process which provides strategic input for multi-Brand, integrated marketing vehicles. Highlights included:

Developed marketing strategy and integrated communication plans for the launch and sustainment of new special events within the four Walt Disney World Theme Parks including the Epcot International Food & Wine Festival, the Epcot Flower & Garden Festival, the Epcot Millennium Celebration, ABC Super Soap Weekend at Disney Hollywood Studios, the WDW Holidays marketing campaign. and many, many quarterly and annual theme park marketing campaigns for both tourist and resident audiences. As a resident WDW theme park and brand expert, I acted as the primary spokesperson for media interviews and broadcast projects/events as well as the championed the weekly design, production and implementation of Theme Park Guidemaps working with many stakeholders across departments and company divisions.

Education

Webber International University

Bachelor of Science (BS), Marketing/Marketing Management,

General · (1999 - 2003)