



Dan Cockerell

Former Vice President, Magic Kingdom

About Dan

Dan attended Boston University, graduating in 1991, where he earned a Bachelor of Arts degree in Political Science. An avid rugby player, he was selected for the 1990 and 1991 USA Collegiate All-American Rugby team, and was Captain for the 1991 team.

Upon graduation from Boston University in 1991, Dan moved to Florida and worked as a parking attendant at Disney's Epcot Center. Subsequently, he joined the Disneyland Paris Management Trainee Program. He was transferred to France to join the opening team of Disneyland Paris three months prior to the grand opening. While in France, he held various management positions in Park Operations. He and his wife Valerie, who was also with Disneyland Paris, were married in France and spent five years there before moving back to Orlando in 1997. Since that time they have raised three children – Jullian, Margot and Tristan.

Dan has held various executive operations roles at the Walt Disney World Resort, both in the theme parks and resort hotels, and retired as the Vice President of the Magic Kingdom where he led 12,000 cast members and entertained over 20 millions guests annually. He earned his MBA in 2001 at the Crummer School of Business at Rollins College.

In addition to his operational responsibilities, Dan was a keynote speaker for the world-renowned Disney Institute for 18 years. He has addressed open-enrollment participants as well as attendees in customized programs including the USAA Bank, General Motors, the U.S. Department of State, the U.S. Army, the Southern Methodist University Business School, Porsche A.G., and United Airlines. He also participated in the Sodexo Quality Life Worldwide Conference Panel, moderated by Arianna Huffington, in 2015.

After a fulfilling and exciting 26-year career with the Walt Disney Company, and upon becoming empty nesters, Dan and Valerie made the decision to set out on a new venture and start their own consulting and speaking business.

Dan provides customized, authentic presentations and insightful workshops focusing on leadership and management practices, drawing upon his extensive Disney career with relevant examples and inspiring storytelling.

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Dan's Demo Video
[Click here](#)



SHARING 26 YEARS OF DISNEY EXPERIENCE



Speaking Topics



Culture is like the Weather

The weather is the environment that Mother Nature influences, and culture is the environment that leaders influence. **If you want the best chance for success in your organization, focus on your culture.** When your employees feel confident, respected, and valued, great things happen.

Dan will talk about how he approached influencing the culture of the Magic Kingdom, and the 12,000 Cast Members that he led.

Lead Yourself First

Before you can lead your people or your organization, you need to learn how to lead yourself. This is counter intuitive, but the reality is that in order to compete at the highest levels, you need to feel good, think clearly, and bring the energy that others will respond to. Dan will share his approach on how he prepared himself to effectively lead his Magic Kingdom team.

World Class Customer Service

What is the difference between very good and excellent? **Your customers expect to get a "very good" experience** every time when interacting with your product and your people. "Excellent" is the next level of service that will differentiate your organization and insure that you customers return, and recommend you to others.

Intent to Return is the lifeblood of Walt Disney World. Dan will discuss what he has learned about the guest experience, and what it takes to create magic.

The Customer Does Not Come First

In order to create a sustained excellent experience for your customer, you first need to **create a sustained excellent experience for your employees.** Dan will talk about the value chain, and how putting your leadership focus on your employees will lead to great service and positive business results.

It is never too late to get better.

