

Michael Schweitzer

Vice President at Integrated Insight, Inc

mschweitzer@integratedinsight.com

Summary

Experienced professional with unique experience mix of business development, finance and operational roles; strategic thinker with extensive international experience and proven leadership in planning and developing new business ventures domestically and internationally; Strong leader with demonstrated ability to drive financial results and operational efficiencies across complex, multi-functional businesses; sound leader with skillful interpersonal, mentoring and team-building capabilities.

Specialties: Business Development and Strategy

- Market Feasibility Studies, Strategic Planning, Research Planning, Financial Modeling, and Valuation

Operations and Industrial Engineering

- Operating Assessments, Operational Efficiency, Process Design and Improvement, Metric Design and Management, Cost Optimization
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Experience

Vice President at Integrated Insight, Inc

November 2011 - Present (5 years 2 months)

Management consulting company specializing in helping companies out behave the competition. Integrated Insight, Inc. provides a breadth of management consulting services to help large and small businesses develop superior strategies through data driven insights and analytics.

Managing Director at Brightpeak International LLC

January 2010 - November 2011 (1 year 11 months)

Brightpeak International LLC works with start up and existing companies to create business and operational plans, lead capacity and financial planning, and identify operational improvements.

Senior Manager / Technical Director, Project Development and Industrial Engineering at Walt Disney World

October 2003 - December 2009 (6 years 3 months)

Developed and led a team of that provided analytical and strategic support to both operating teams (Park Operations, Merchandise, F&B, Hotels, and Adventures by Disney) and support teams (International Development, Parks and Resorts Online, Marketing and Sales, IT and Human Resources) for six theme parks, two water parks, 20 hotels with 25,000 hotel rooms, and 500+ F&B venues.

Client Areas

- International Development
- Park Operations
- Resorts / Hotels
- Food & Beverage
- Merchandise
- Entertainment
- Sales and Marketing
- Vacation Ownership

Senior Manager, Industrial Engineering at Disneyland Resort

March 2003 - October 2003 (8 months)

Senior Manager, Business Development at The Walt Disney Company

October 1998 - March 2003 (4 years 6 months)

- Identified and assessed new business opportunities inclusive of due diligence, market and competitor analysis, coordination of inter-company partnerships, executive presentations, and pro forma development.
- Core member of Shanghai Negotiation Team, a \$4 billion capital project with annual revenue of more than \$500 million. Led financial team responsible for development of theme park and hotel pro formas.
- Created the hotel and RD&E (Retail, Dining and Entertainment) financial plan for Hong Kong Disneyland with total capital investment of \$600 million.
- Led the due diligence on the potential sale of right full service restaurants to a third party real estate developer.
- Consolidated forecast, annual operating plan and five year plan for the overall Parks and Resorts segment. Coordinated with Investor Relations on Earnings Calls and Analyst Presentations.

Associate at PKF Consulting

June 1996 - October 1998 (2 years 5 months)

- Performed market and feasibility studies for a variety of lodging products including economy-tier, full service, and conference centers. Well-versed in the market dynamics of a variety of hotel markets.

Resort Front Office Cast Member at Walt Disney World

1991 - 1994 (3 years)

Publications

Insights and more ...

Integrated Insight

Authors: Michael Schweitzer, Joni Newkirk, Sue O'Shea, Candy Parks, Kirsten Snyder, Scott Sanders, Laura Iles

Skills & Expertise

Strategic Planning
Financial Modeling
Management
Hospitality
Feasibility Studies
Capacity Planning
Research Planning
Pricing Strategy
Project Management
Process Improvement
Cross Functional Team Leadership
Market Research
Due Diligence
Data Analysis
Contract Negotiation
Leadership
Forecasting
Business Strategy
Management Consulting
Budgets
Business Process Improvement
Analysis
Analytics
Competitive Analysis
Start-ups
Team Building
Project Planning
Business Development
Negotiation
Hotels
Resorts
Cross-functional Team Leadership
Budgeting

Education

Cornell University

MMH, Hospitality Management, 1994 - 1996

Penn State University

B.S., Operations Management, 1987 - 1991

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1 person has recommended Michael

"I've worked with him several times in my various roles as a Disney Executive. Michael brings a smart blend of talent – a strategic thinker who seamlessly translates the strategy into operations. He is able to drive broad operational improvements with excellent partnering skills that leads to significant financial results. Based on his diverse experience, he is able to provide a global perspective on business opportunities. I am pleased to recommend Michael Schweitzer."

— **Ed Baklor**, worked with Michael at Walt Disney World

[Contact Michael on LinkedIn](#)