



STEVEN R. (STEVE) BAKER,
President and Chief Executive Officer
THE BAKER GROUP

In addition to directing the day-to-day operations of The Baker Group, Steve Baker's primary focus is in the development of new business opportunities and managing on-going client relations within all areas of the company, utilizing his expertise to ensure a quality product.

Steve's extensive experience began in 1966 with The Walt Disney Company, where he held positions of increasing responsibility in diverse areas. Starting in operations, he held various management positions over a 10-year period, including Supervisor of Transportation and Manager of Main Street, Adventureland, Frontierland, and Liberty Square. From 1976-1978, he was General Manager of Celebrity Sports Center, a Disney-owned multi-faceted family entertainment center located in the heart of Denver.

Steve returned to Orlando to become Manager of EPCOT Center World Showcase, where he was responsible for the marketing effort to attract US and foreign companies and governments to participate financially in EPCOT Center. These efforts resulted in the signing of 10 US companies (General Motors, General Electric, Eastman Kodak, AT&T, Coca-Cola, American Express, Exxon, United Technologies, Metropolitan Life and Kraft) and 10 foreign countries (Mexico, China, Germany, Japan, Italy, France, United Kingdom, Canada, Morocco, Norway) for the World Showcase pavilions.

In 1981, Steve accepted the position of Director of Participant Affairs, Walt Disney World Co. Extensive travel was necessary to complete the efforts for World Showcase, including visits to Africa, Europe, North and South America and Asia to meet with governmental officials and heads of state. In 1984, Steve assumed additional responsibility with the newly created position of Director of Resort Sales, managing several divisions including Corporate Sponsorships, Hotel Relations, Walt Disney Travel Company, Magic Kingdom Club, Central Reservations, Convention Sales, and Special Events.

In 1988, Steve resigned his position at Disney to form his own company, accepting as his first client, Hard Rock Café. He was responsible for the franchise development of Hard Rock on an international basis, completing deals in Asia, Europe and North America. Today, The Baker Group is a leading international management and consulting company in the leisure industry. TBG enjoys an outstanding reputation, proven by its long list of clients which are themselves leaders in the leisure industry.

Steve was educated at the California State University at Fullerton, School of Business Administration. He is a member of the Advisory Board for Outback International and on the Board of Directors for the Dixie Stampede. Past positions include serving on the Board of the Orange County Convention and Visitors Bureau.



PARTIAL PROJECT LIST:

- Al Shallal - Saudi Arabia
- 4th Dimension - Orlando
- Beach Mountain - Ohio
- Biloxi FEC - Mississippi
- Church Street Square - Orlando
- Sun Ranch - Costa Rica
- Dig It - Orlando
- Dubai Adventure Studio - Dubai
- Dubai Gates of Adventure - Dubai
- Entertainment City - Indonesia
- Snow Spot - Orlando
- Harbin FEC - China
- Harbin Indoor Water Park - China
- Skyview Observation Wheel - Las Vegas
- Dunia Fantasi Ocean - Indonesia
- Land of Illusion - Ohio
- Space-themed attraction - China
- Orlando World Live - Orlando
- Oman Marine Life Park - Oman
- Oman Movie Park - Oman
- Philadelphia Zoo - Philadelphia
- Wild Escape - West Virginia
- Spark Israel - Israel
- Viking Land - Norway
- Wintertainment - Miami