



Rosen College of Hospitality Management Alumni

UNIVERSITY OF CENTRAL FLORIDA

UCF HOSPITALITY KNIGHT



Doug Akers

Senior Vice President Operations
Universal Destinations & Experiences



Doug Akers is a seasoned executive with over 20 years of experience in the theme park and entertainment industry, currently serving as Senior Vice President of Operations at Universal Destinations & Experiences. In this role, he leads groundbreaking projects that push the boundaries of immersive entertainment, including the upcoming Universal Kids Resort in Frisco, Texas and a permanent horror attraction in Las Vegas.

Doug's career spans global leadership roles in park operations, guest experience, and strategic development. He played a pivotal role in launching Universal Beijing Resort, where he established high-performance guest services and operational standards that helped position the park as one of Asia's most advanced theme park destinations.

Prior to his current role, Doug held senior positions at Universal Parks & Resorts, Resorts World Sentosa, Hard Rock Park, SeaWorld, and Universal Orlando Resort, giving him a well-rounded perspective on managing complex attractions across diverse

markets. His expertise includes business development, corporate events, and operational efficiency, with a strong focus on enhancing the guest journey.

Doug is also an active contributor to IAAPA, engaging in industry-wide discussions on innovation, safety, and future trends. His leadership continues to shape the next generation of theme park experiences, blending technology, storytelling, and hospitality into unforgettable destinations.