



Rosen College of Hospitality Management Alumni

UNIVERSITY OF CENTRAL FLORIDA

UCF HOSPITALITY KNIGHT



Jerry Pierson

Chief Executive Officer
Dynamic Entertainment



Jerry Pierson is a senior executive with over 30 years of global experience in the themed entertainment industry. He is known for delivering world-class attractions across theme parks, resorts, and immersive destinations. As Chief Executive Officer of Dynamic Entertainment, Jerry leads creative and technical teams in developing innovative guest experiences that blend storytelling, engineering, and operational excellence.

His career includes leadership roles at ITEC Entertainment, where he served as Chief Operating Officer and Vice President of Program Management. There, he oversaw creative development, ride and show design, park production, and project delivery for high-profile attractions around the world. Jerry also held executive roles at Dynamic Attractions and served as Executive Producer for major themed projects from concept through grand opening.

Jerry's portfolio includes iconic attractions such as Harry Potter and the Forbidden Journey, Revenge of the Mummy, Batman: The Ride, and King Kong. His work spans Universal Studios, Six Flags, Palace Entertainment, Parque Reunidos, Wanda Group,

and Sun Group. His projects can be found in the United States, Singapore, Germany, Spain, China, Mexico, and Japan.

With a leadership style rooted in loyalty, integrity, and collaboration, Jerry is recognized for inspiring teams and delivering results that exceed expectations. He holds an MBA from Rollins College and degrees in Business Administration and Electrical & Electronics Engineering.