



## **THE HIGH ROLLER PROJECT TEAM**

### **DAVID CODIGA**

**Executive Project Director, The LINQ, Caesars Entertainment**

As Executive Vice President of the Universal Studios Recreation Group, David Codiga led the design and development of Universal Studios Japan in Osaka, Universal's Islands of Adventure and the Universal Orlando Resort in Florida, as well as many iconic rides and attractions including: Jurassic Park, Terminator 2, Spiderman 3D and Earthquake. During Codiga's tenure as Executive Vice President of Universal Creative, he managed a staff of more than 500 design, production, construction and project management professionals. Codiga is a senior executive with 20-plus years of management experience in the themed entertainment, software and Internet industries. He has an exceptional track record of leading large multidisciplinary project teams and corporate organizations through the process of developing complex projects. Codiga has strong operational, management and leadership skills.

In 2004, Codiga began a consulting practice specializing in the development of large-scale entertainment projects in Asia. Codiga is an expert in leading projects from the idea stage through the completion of construction and opening. His success is based upon maximizing the value of the initial idea, maintaining rigorous control over budget and schedule, and delivering a final product that exceeds the demands of the marketplace. His clients have included Metro-Goldwyn-Mayer Studios, Turner Broadcasting and Tatweer, a member of Dubai Holdings. Codiga currently serves in a full-time role for Caesars Entertainment as Executive Project Director of The LINQ.

### **ERIC EBERHART**

**General Manager, The High Roller, Caesars Entertainment**

As the General Manager of The LINQ's High Roller observation wheel, Eric Eberhart will assist in developing the pre- and post-ride experience as well as oversee the staffing and day-to-day operations once the wheel is fully commissioned. In this role, Eberhart will report to Jon Gray, Vice President and General Manager of The LINQ.

Eberhart brings more than 30 years of entertainment experience to the project including a 26-year tenure with The Walt Disney Company where he developed strategies for theme parks in Florida, California, Paris and Tokyo. Most recently he served as principal of Orland, Fla.-based E CUBED where he focused on entertainment operational consulting from concept design to post-opening evaluations. Eberhart's previous positions also include the vice president of operations, design and development of Mr. Gatti's INC, a company focused on themed family entertainment centers, and the senior director of operations for Sundance Film Centers.

## **JASON KROLICKI**

**Associate, Arup Engineering**

Jason Krolicki has more than 14 years of structural engineering experience on a wide range of projects including mixed-use high-rise structures, observation wheels, university buildings, hospitals and office buildings. His design and project management experience spans all project phases from conception to completion. Krolicki is the Project Manager for the design and engineering of the Las Vegas High Roller, the world's tallest observation wheel at 550 feet, with capacity for 1,120 passengers during each 30-minute revolution. The observation wheel is the centerpiece of The LINQ development by Caesars Entertainment located adjacent to Las Vegas Boulevard (The Strip). Krolicki is client-focused, always aiming to understand and respond to overall project goals; yet he maintains a deep involvement in the design of each project, providing experienced structural guidance and creative solutions to a variety of technical challenges, from high-level conceptual problems to specific detailing issues.

## **RANDY PRINTZ**

**Wheel Project Manager, Themed Development Management**

Randy Printz is an experienced themed-entertainment executive with more than 30 years in the industry, developing and implementing organizational policies, procedures and staff necessary to execute major development projects. He has managed projects at various levels from renovations to creating new theme parks, ranging in cost from hundreds of thousands of dollars to \$1.8 billion.

Printz joined Walt Disney Imagineering in 1979 as an economic planner. In this role, he was responsible for developing controls systems to manage the unparalleled simultaneous requirements of Epcot Center and Tokyo Disneyland. In 1981, he became a principal assistant to the project director for Epcot Center, helping to oversee the final stages of construction and installation of Epcot Center, before the famed attraction welcomed its first guests. From 1982 to 1986, Printz managed a number of small projects and renovations in Florida and Southern California, including monorail trains for both Disneyland and Disney World.

In 1985, Printz became executive project director for the Disney-MGM Studios. He managed the project from concept to completion, playing an integral role in creating the theme park elements as well as the film/television studio.

In 1989, Printz was promoted to Project Vice President responsible for a wide range of projects including Mickey's ToonTown and Indiana Jones at Disneyland. He also oversaw the concept development, feasibility analysis, and financial reviews for five proposed theme parks to be located in the U.S. and Western Europe.

In 1994, he was recruited to join Universal Studios as Vice President and Project Executive for the \$1.1 billion Islands of Adventure theme park. In 1996, he was promoted to Senior Vice President and added the CityWalk Orlando, the 21,000 space parking structures and the infrastructure for all the Universal Orlando Resort to his responsibilities. He managed these efforts to their successful opening in 1999. Returning to California, Printz provided executive management oversight for the Universal Studios Japan project.

In 2000, Printz joined ValleyCrest, the world's largest landscaping and site beautification contractor. He managed ValleyCrest's work on large complex resorts, and design/build projects including the Aladdin Hotel and Casino, Bacara Resort and Spa and the St. Regis Monarch Beach Hotel.

Printz holds a Bachelor of Arts and Masters of Systems Management degree from the University of Southern California. He is an accredited LEED Green Associate.

**MICHAEL WILLFORD**  
**Principal, Arup Engineering**

Michael Willford has 30 years of design experience in building, civil and offshore structures. He is a specialist in structural dynamics and environmental loading, including seismic and wind effects and in performance based design utilizing advanced numerical simulation.

Willford's portfolio in high rise buildings started in the early 1980s including the Hong Kong Bank (Hong Kong) and Century Tower (Tokyo). Recent projects include Maison Hermes (Tokyo), the CCTV building (Beijing) and the St. Francis Towers project (Manila) which incorporates a novel patented damping system that evolved from the design he developed to suppress the wobble of the London Millennium Footbridge. This system is now being adopted on several other buildings resulting in considerable cost savings.

Willford is currently Global Leader of Arup's Advanced Technology and Research Practice and was awarded an Arup Fellowship in 2002 in recognition of his technical contribution to the firm and industry. In 2006, he was appointed Co-Chairman of Seismic Working Group of the Council of Tall buildings and Urban Habitat.

Arup Engineering is an independent firm of designers, planners, engineers, consultants and technical specialists offering a broad range of professional services. Founded in 1946 with an initial focus on structural engineering, Arup first came to the world's attention with the structural design of the Sydney Opera House, followed by its work on the Centre Pompidou in Paris. Arup has since grown into a truly multidisciplinary organization. Arup provides engineering design and development services, project and risk management and other specialist services such as economic planning.

Arup's skills have contributed to some of the most significant industrial and structural engineering infrastructure projects in the past 50 years. Most recently, its work for the 2008 Olympics in Beijing has reaffirmed its reputation for delivering innovative and sustainable designs that reinvent the built environment. Arup brings together broad-minded individuals from a wide range of disciplines and encourages them to look beyond the constraints of their own specialties. As the engineering and design team for the High Roller, Arup will build upon the knowledge gained during the design of the Singapore Flyer and London Eye to develop the "next generation" wheel structure that will become the tallest observation wheel in the world.