



# Profile

## Rob Morton, MBA

Program Consultant

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### Professional Experience

Rob joined the Walt Disney World Cast in 1979 and has held a variety of leadership positions in Theme Park Attractions Operations, Bus & Monorail Transportation, Guest Relations, International Programs, and Disney Institute Youth and Professional Development Programs.

A second-generation Floridian, Rob began his Walt Disney World career in high school. His first role was as an attractions host at Pirates of the Caribbean. As a Jungle Cruise skipper, he proved to be “right fit” for the special brand of humor that was required. He has specific management experience in the areas of hiring, labor scheduling, budgeting, training, and as a member of several special event task force teams, including the opening of Disneyland Paris in 1992 and Innoventions at Epcot in 1994.

As the area manager for Epcot Guest Relations, Rob was responsible for implementing service recovery strategy and leading an inbound call center with two million annual call volume. Prior to joining the Disney Institute facilitation team, he was the senior financial analyst for program operations. In 2000, Rob was honored to receive the Partners in Excellence peer recognition award.

### Education

Rob received his bachelor of science degree in professional management, with distinction, from Nova Southeastern University and his master of business administration degree, with honors, from Stetson University, and is a member of Beta Gamma Sigma.

### Professional Affiliations

American Management Association  
American Society for Training and Development  
Society for Human Resource Management