



Biography Options

SHORT:

Tricia Cerrone

Tricia is a former Walt Disney Imagineering creative executive, award-winning author, professor and leadership coach.

Edward van Luinen, Ed.D

Edward is founder of Global Talent Builders, board advisor, and a former human resource leader at Fortune 500 companies.

MEDIUM:

Tricia Cerrone

Courage and collaboration are hallmarks of Tricia's global leadership experience, whether it is leading a project, innovating new designs, or overseeing a portfolio of work. With a keen eye for talent and more than 20 years on the business and production side of designing and delivering technically challenging projects at Disney and other Fortune 500 companies, Tricia is adept at inspiring and motivating teams toward successful outcomes while advancing careers and developing new leaders.

Edward van Luinen, Ed.D

For over twenty years, Edward has been a talent champion of teams worldwide. His experience includes Disney, Sony, and Heineken. He led teams through transformational global-regional-local restructuring, successfully implemented mergers and acquisitions, and introduced new software, learning systems, and leadership strategies. Edward's collaboration motto is "advance a team member when you advance yourself." He has worked in Africa, Europe, and North America. Edward collaborates in both French and English.

LONG:

Tricia Cerrone

Tricia Cerrone is a creative executive, leadership coach, and an award-winning author with a passion for coaching next-gen leaders and teaching collaboration to teams in crisis. A former Walt Disney Imagineering executive, she spent a career telling stories with new technology, especially around participatory design, before pivoting to lead global talent development and knowledge transfer between generations of Imagineers.

Her leadership roles at Walt Disney Imagineering included being the Walt Disney World Portfolio Producer overseeing all things creative in the region's parks and resorts. For four years she led the company's idea engine—the BlueSky Studio, innovating everything from rides to retail concepts to new business concepts, while developing individuals and teams in the process and struggles that come with innovating. Her ability to teach and coach gained recognition and she was tapped to lead Imagineering's Producing Studio while simultaneously starting WDI's first internal Talent Development Group which was a collaboration between the business and human resource teams designed to address the unique challenges in leading the global, multi-disciplinary work at Imagineering.

Tricia left Imagineering in 2018 to pursue her passion for mentoring, coaching and writing. She speaks and writes on leadership, collaboration, design, and storytelling. She is also an adjunct professor at Florida State University Jim Moran College of Entrepreneurship, teaching experience design and business development.

Tricia is also an award-winning fiction author and screenwriter. Her first screenplay, a mystery-thriller, **The Skeleton Watch**, has received numerous honors and was a 2020 Academy Nicholl Fellowship semi-finalist and a winner of The Writers Lab 2019. Her young adult adventure series, **The Black Swan Files**, has received a number of awards and is recognized for its diverse characters, strong friendships, and hopeful message.

Tricia is a member of Novelists, Inc., International Thriller Writers, International Screenwriters Association, and the Alliance of Independent Authors. She speaks on leadership, collaboration, design, and storytelling.

Edward van Luinen, Ed.D

Edward van Luinen, Ed.D is Founder and Accelerator of Global Talent Builders, a worldwide recruiting, change, and leadership development company in Pasadena, California serving clients such as Corning, Inc., Lionsgate Entertainment, All Metro Health Care/Simplura, and The Society for Human Resources Management. Global Talent Builders is a team of tested global business leaders with leadership and change know-how, modern advice and tools, and networks across multiple industries and geographies.

Global Talent Builders' solutions and boutique approach accelerate internal change and create dynamic leaders and teams. As business leaders, we infuse coaching, agility, and cross-cultural

awareness into every consulting engagement. Global Talent Builders has a presence in APAC, NORAM, EMEA, and LATAM—offering our services in French, Japanese, Korean, Spanish, Mandarin and Tagalog. Edward speaks Dutch, French, German and Spanish and had a successful expatriate assignment in Italy.

Edward received a Bachelor of Arts in French from Calvin College. He later served in the United States Peace Corps in Guinea, West Africa. During his Peace Corps experience, Edward discovered his enduring passion and life focus: helping organizations and leaders be and do more. After his service, Edward received a Peace Corps Fellowship at Columbia University Teachers College, graduating with a Master of Arts in International Education Development. In 2016, he obtained his doctorate in organizational leadership from Pepperdine University. His thesis focus is on cross cultural strategies and tools to advance global leaders.

Edward co-authored a short book “Is This a Good Fit?: The Connection Between Organizational Culture and Communication Styles.” He is also published in industry journals. His most recent article is entitled “Strategies for Cross-Cultural Virtual Team Leadership.”