**ROB MOFFAT**   
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**EXPERIENCE**

***Ima,* Irvine, CA 2002-Present**

**Principal/Partner**

Master planning and landscape architecture firm specializing in exceptional design and sustainable development for leading national and international resorts, cities and global real estate interests, seizing every opportunity to ensure a fiscally sound development strategy while creating dynamic built environments that enhance the soul and lifestyle of its citizens

**Career Achievements**

* ***Yaamava Resort****- Continuing and strengthening a 15 year + relationship with San Manuel, Moffat crafted an overall story to engage the guest to ensure a sense of arrival with a memorable landscape experience. The oasis will welcome new and return guest to experience quality, guest interaction, and sense of luxury.*
* ***Pendry Park City****- Developed and lead design team to establish the “Heart of the Canyon” within Park City. Collaborated with client, architect, and interior on the look, feel, and program which will encourage family traditions.*
* ***Entertainment & Themed Development –*** *Director of ima’s International Practice, with more than $2Billion built work in US, Asia and the Middle East, including* [***Motiongate***](https://www.motiongatedubai.com/EN)***,*** *a $700M Hollywood-inspired theme park and resort recently opened in Dubai, UAE*
* ***Gaming & Hospitality –*** *Craft and monetize multi-element, non-gaming programming and multi-media entertainment for tribal and non-tribal gaming owners and destination resorts*
* ***International Master Planning –*** *Domestic and international acclaim for work on**Disney Parks & Resorts led to multiple resort commissions across the Pacific and Asia, including new city sites in Vietnam, mixed use-waterfront development in Guam and the Philippines and multiple UNESCO heritage sites.*
* ***Scenography and Community Crafting –*** *Design complex and highly stylized “between the buildings” programming using storytelling, hardscape, lush green space and multi-media installations and public art to enrich and enliven public areas and shared spaces*
* ***Site Feasibility & Entitlement –*** *Expert analysis of site and fiscal feasibility studies across every asset class and topography. Streamline public entitlement process -- from community assessments to federal agency approvals -- through strategic and responsive local workshops, planning staff support and media presentations, dramatically accelerating project delivery*
* ***Technology Integration -*** *Revolutionized office technology skill sets, including CAD, 4D multi-media modeling and GIS analysis and forecasting*
* ***Strategic Planning & Professional Standards –*** *Partner-in-Charge of Quality Assurance in Documentation, as well as direct the firm’s long term growth initiatives*
* ***Professional Growth & Leadership –*** *Youngest partner in firm history and currently generating 65% of new commissions*

**LEADERSHIP**

Cal Poly Pomona, College of Environmental Design **-** *Former Lecturer and Instructor*

International Association of Theme Parks *Member,*

**EDUCATIONThe Ohio State University**Knowlton School of Architecture, BS Landscape Architecture 1998