



John Moss

John Moss brings broad experience in operational and hospitality management to ORCA based on a career that began at Walt Disney World and encompasses over two decades of multi-disciplinary training and management.

Working in venues including the Disney Store, Panera Bread, and the Museum of Science and Industry in Chicago, John developed experience in retail and food and beverage venue operations before becoming Vice-President of Operations for the Indianapolis Zoological Society. In that role he directed new attraction development and installation in addition to managing guest services, food and beverage, retail, ticket and membership sales, attraction operations and maintenance.

John knows how to successfully improve sales results and implement policy changes to drive desired results. His areas of expertise include venue development and operations, retail and food and beverage management, ticketing and admissions, management training, resort front desk and concierge services, and guest services.

With ORCA, John uses his experience to improve visitor services by analyzing venue plans and identifying improvements to enhance operations, reducing or better utilizing staffing, and eliminating potential maintenance issues. John also evaluates ticketing and admissions strategies, visitation management strategies, and crowd control measures to determine how venues can best accommodate expected attendance while providing the best visitor experience and maximizing revenues.