

HEATHER GALLAGHER

As a dynamic entertainment executive, I'm known for leading high-profile transformative events, pioneering immersive experiences, and delivering creative storytelling projects with aesthetic excellence. I have extensive experience as a strategic and operational leader, backed by a strong foundation in mission-critical enterprise technology. My multidisciplinary, humanistic leadership style empowers and inspires teams to deliver their best work. I'm currently seeking consulting opportunities where I can utilize my diverse skill set, contribute to groundbreaking immersive entertainment, and continue to learn and grow as a thought leader in the industry.

EXPERIENCE

Transfix - Monumental Touring Immersive Art Experience

COO & Executive Producer, Director of Tour Strategy (Mar '21 - Apr '23)

Launched on the Las Vegas Strip In 2023, TRANSFIX featured 50+ colossal illuminated, kinetic, fire-breathing artworks in a labyrinth venue of 100 stacked shipping containers. As a senior leader in a fledgling startup, my days were long and my contributions were too numerous and varied to list exhaustively. Some highlights were vetting concept and budgets, critical fundraising and outreach, recruiting artists and staff, developing NFT & Metaverse strategies, establishing and managing relations with world-class venue partners, planning tour routing and strategies, and helping to launch the experience onto the global stage. Unfortunately the experience closed when early ticket sales could not sustain operations.

Enklu - Bay Area Augmented Reality Startup

VP of Product, Business Development, Public & Keynote Speaker (Jun '19 - Aug '20)

Created and operated pioneering consumer-facing immersive augmented reality experiences for brands and entertainment. Clients included E3, Outside Lands, Sprint, Mastercard, Cannacraft and LinkedIn. I played a hands-on part in client engagement, concept development, project briefs, narrative creation, storyboarding, UX design, spatial and game design, production design, and promotional content. Additionally, I oversaw the design, construction, and operations of 'E.den,' our temporary AR experiential venue and maker space, located in San Francisco's Westfield Centre.

Burning Man - Internationally Renowned Arts Festival and Global Cultural Community

Head of Technology (Apr '03 - Jun '19), Technology Advisor (Jun '19 - Oct '19)

Reporting to the CEO, I led technology and design services at Burning Man for 17 years. My teams managed functions including product management, software engineering, graphic design, user experience, user success, network engineering, and all Black Rock City tech-related logistics and operations. We designed, built, and maintained over 46 unique public-facing web properties and a vast ecosystem of internal and SAS software systems, managing relationships with over 40 vendors. During the Burning Man event, we expanded to 50+ staff supporting software, IT, and network services for 72+ mission-critical customers. Read more in this post on the Burning Man Journal. <http://bit.ly/FarewellICG>

Public Speaker (2003 - 2019)

I represented the Burning Man organization and culture as a keynote speaker, panelist, and stage, online and radio interviewee. I have appeared on stages in front of global and U.S. audiences ranging from 60 to 5000 and led group stretch breaks for audiences of 750.

Print Calendar Producer (2002 - 2018)

Cherished by the community, the Burning Man calendar was a standout of the few products from the organization. My responsibilities as leader of the project included theme development, concept development, art direction, photo editing, photographer and designer relations, project management, copywriting, proofing, and more. Learn more about the history of the project and the evolution its concepts and designs in this post on the Burning Man Journal. <http://bit.ly/CG-Calendar>

High Rock Security - Festival, Event & Facility Security Services

Special Event Security Guard (2012 - 2017)

I was a California licensed security guard and part-time employee of High Rock Security. Working as part of a tight-knit and experienced team providing culturally and community appropriate security, traffic management and access control services to special events and festivals. I worked at events such as Lightning In a Bottle for 5 years upon special request of production team, Priceless, East Bay Mini Maker Faire and more.

Electronic Data Systems - Global IT Consulting Services

Systems Architect, Senior Engineer, Software Engineer, Technical Associate, Business Associate, Co-op Ed (1991 - 2001)




I consulted on 20 client projects, specializing in telecommunications industry for a variety of solutions including systems integration, systems architecture, knowledge transfer, and more. Clients included AT&T, MCI, Cable & Wireless, Visa, Canada Post, and Florida Power & Light. Proficient in every software development lifecycle stage, from contract negotiations and prototyping to mission-critical system support of high-volume transaction systems. Skilled in over a dozen programming languages and various platforms. Acknowledged as an effective team leader and a sought-after consultant contingent for multi-million dollar contracts.




VOLUNTEER




Burning Man

Photographer & Photo Editor (2001-2008), Doc Team Manager (2005 - 2015)

Curated website image gallery and editorial content. Managed 24+ photographers for Black Rock City and year-round events.

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 Willing to Travel

ADVISOR

Euphorica

Sonically-driven immersive experiences and reimagined live music entertainment.

Board Member (Mar '22 - Now)

The Elements Music and Arts Festival

Held in PA since 2013, attendance in 2023 was over 18,000 at this music, arts and wellness event.

Advisor (Apr '21 - Dec '22)

Andromeda Entertainment

Self-care entertainment via VR and mobile games.

Board Member (Oct '18 - Now)

Treasure Island Citizens Advisory Board

Appointed by Mayor Gavin Newsom to represent arts, culture, and civic innovation on the TI/YBI CAB.

Member (2008 - 2022, Secretary 2009 - 2018)

LEADER

A humanistic leader who embraces the skills, experiences, opinions, diversity, wellbeing and sparkles of others. Leads with purpose, compassion, reason and a sense of humor. Connects with collaborators and contributors as people first. Empowers others by sharing the big picture, promoting curiosity and understanding of additional perspectives, establishing shared values and mission, modeling strategic and rational decision-making, and encouraging development of hard and soft skills through new opportunities, mentoring and support. High standard for quality. Shepherds teams through challenging times with a cool head and a calm demeanor focused on solutions and learning, and when necessary, take-out, coffee and shoulder rubs. Celebrates successes and creates opportunities for fun.

SPEAKER

Keynote speaker, panelist, and interviewee.

Appeared in front of global and U.S. audiences ranging from 60 to 6000. Led group stretch breaks for audiences of up to 750.

Details at: <http://bit.ly/HG-SpeakerSheet12-23>

Topics:

- Augmented Reality
- The Future of Arts & Culture
- Burning Man 2020 Multiverses
- Women Designing Tech
- Burning Man Culture & Technology
- Civic Evolution of Black Rock City

- Superpowers for Leaders
- Being a Woman in Tech
- Meaningful Human Connection
- Being a Costume Addict
- Transformational Experiences
- Director of Stretchology

PRESS

Publications:

- CIO Magazine
- ComputerWorld - "Burning Man's tech director brings full-scale IT to Black Rock City"
- IEEE Spectrum - "Heather "CameraGirl" Gallagher Is Burning Man's IT Mastermind"
- IQ by Intel - "The Woman Behind Burning Man Tech"
- VICE - "Burning Man's Supposed to Be Off the Grid, But Burners Are Looking For Pokémon"
- San Francisco Bay Guardian
- San Francisco Examiner

Full list at: <https://bit.ly/HG-Press>

Radio & Podcasts:

- NPR - Marketplace Tech Report
- KRUU - LP Open Views
- Heroes of Reality
- No Proscenium

EDUCATION

Academic:

George Mason University - M.S. Computer Science & Information Systems
James Madison University - B.B.A. Computer Information Systems

Committed to Lifelong Learning:

Founding Circle Member - World Experience Organization
Self-study topics include immersive entertainment, NFTs, AI, and transformative tech

Philosophical:

Search Inside Yourself Leadership Institute
Urban Priestess Mystery School - Life Mastery Program
Over 400 hours of study in non-dualistic yogic philosophies & Kashmir Shaivism
Lifelong study of esoteric traditions, archetypal systems and theories of consciousness

REFERENCES

Happily provided upon request.

