



MISTER ROGERS' WEEK OF KINDNESS



Rich Bradley

Host, Mister Rogers' Week of Kindness
President & CEO, Buena Vista Events and Management

Rich Bradley is a 40-year senior veteran executive of the diversified but inter-related fields of hospitality, entertainment and market research. As the President & CEO of BBM America, Rich currently leads a portfolio of family-owned companies which includes Buena Vista Events & Management, CX Orlando Research and Revenue Architects, Original Orlando Tours and several others.

Over the years, Rich has led several television networks as chief executive, including FOX Sports Florida, The Health Network by FOX, Empire Sports Network and Sunshine Network. He has executive produced over 2,000 TV events, episodic and studio productions. Bradley has also orchestrated nearly 100 onsite events around the world, including unique dinners, conferences and special programs.

Bradley launched and developed a number of unique experiences for Original Orlando Tours, including ***Hello Neighbor – The Mister Rogers Walking Tour*** in the Winter Park area. It was through the on-going due diligence of Fred Rogers' life that led Rich to develop a relationship with members of the Rogers family, as well as cast and crew of Mister Rogers' Neighborhood. This ultimately evolved into discussions on creating a series of events to keep Fred Rogers' body of work in the mainstream of our culture through events tied to Mister Rogers' Week of Kindness.

Rich is a frequent speaker, author and blogger on customer experience, innovation and entrepreneurial topics. He is a 3-time alumnus of Temple University with degrees in Radio-TV-Film, Education and Law, and grew up just 10 miles door-to-door from the WQED studios where ***Mister Rogers' Neighborhood*** was produced.