



STACY BARTON

Story Strategist. Experience Designer. Scriptwriter. Author.



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Stacy Barton, show writer

Recommendation Letters:

"I have had the pleasure of working with Stacy on dozens of major projects over many years, including entertaining stage shows, special events, animal encounters, special events and branded storytelling. Consistent through all of this is Stacy's ability to contribute to, and often drive, the creative and planning process. She has that rare ability to create an atmosphere where everyone contributes, encouraging an environment in which ideas and solutions flow freely, goals and dreams are shared, and obstacles and opportunities are revealed. The real magic happens at the end when we say, "Stacy, can you make some sense of all of this and how we should proceed?" It is always remarkable to me how she is able to consider all the solutions and all the hurdles and then deliver a plan, a treatment, or a script that addresses our goals.

Not only do I admire her professionalism, and her skilled approach to her work, but I also appreciate the calm and joyful manner that is her style. She is a delight to be around, and a most valued member of the team. I have no doubt that others will enjoy their collaboration with Stacy as much as I have."

Dennis Wirzman, VP Entertainment SeaWorld, Corporate (retired)
dwirzman@bellsouth.net

"Using story as the core component of every experience I have created in the last 30 years communicates the need to surround myself with the best storytellers. Stacy Barton certainly fits that description. It has been my pleasure to work with Stacy over the last year on a couple of projects whose heart and soul relied on a rich story. Her versatile background in the Themed Entertainment Industry definitely gave us a "shorthand" during development. Where some experience designers/writers create by building layers over a period of time, I found Stacy came out of the gate with a solid first draft. Her collaborative style was easy and proactive, always moving the story forward with new ideas and solutions. I highly recommend her for any project that requires story, performance, theme, or immersion—she definitely takes collaboration, teamwork, and the final product to the next level."

Theron Skees, VP Portfolio Creative Executive Walt Disney Imagineering (former)
Founder, The Designer's Creative Studio (current)
theron@designerscreativestudio.com

"Stacy understands the power of storytelling, the magic of fantasy, and the tapestry of human emotions. Through her knowledge of fundamental elements and design, she expertly uses language and the spoken word, often in its simplest form, to move the dramatic action forward with clarity and precision. Stacy has the unique ability to paint an emotional picture that invites the audience to step into the story and experience its wonder.

Stacy is a brilliant collaborator. I have involved her by throwing a concept at her and letting her become the lead point in developing the entire story. I have also written the piece myself, and then brought her in on the project to make the show better. I have used her simply as a thought partner in defining what the script, show, or theatrical moment could become. I have even asked her to work with other show directors on my teams, in order to develop their talents and skill levels to make their efforts succeed. With every request, Stacy adds dimension, texture, and a refinement to the moment that didn't exist before.

Stacy knows how to become a part of any creative team and can provide answers where only questions existed before. She leads with a bright spirit and light that generates an energy that is contagious. When she is on the project, everyone's work is better, and I would fly with her anytime. Please, if you have specific questions, don't hesitate to ask or reach out to me."

Mark Huffman, Creative Director, Disney Live Entertainment
Mark.Huffman@Disney.com

"I have had the opportunity to work with many creative people throughout my career, but Stacy Barton is a true treasure. She has the ability to understand the emotion, the goal, and the audience while transforming ideas into a story. She masters clarity without losing the creative juicy details! I would embrace any opportunity to collaborate with Stacy, her abundant versatility makes her the perfect partner no matter the subject."

Janet Wagner, Executive Director of Creative Design, MGM Resorts Event Productions
jwagner@mgmresorts.com

"I've been a Creative Director and Show Director with Disney for more than three decades and Stacy is not only a brilliant and award-winning writer, but a critical thought partner. Stacy listens, interprets, and inspires me with her creative mind. She takes my creative ideas and concepts and brings them to life in ways that raise them to an entirely new level.

While she is completely confident in her ability, she is unique in the fact that her collaborative personality allows her to take feedback with grace and appreciation. Her patience and calm attitude are important tools in a highly competitive business where everyone seems to have an opinion. She listens and adapts. She observes and provides suggestions. She goes back to the creative well and always finds new ideas and fresh solutions. Her creative writing is the catalyst that inspires our entire creative production team. From backstory, script, and character development to stage direction and lyrics, she provides a clear and creative blueprint that unifies and guides each discipline.

Her unique storytelling seamlessly moves between theme park shows and spectacles to highly customized immersive experiences, interactive merchandise and so much more. She has worked with Broadway composers to create original musicals and musical reviews. Collaborated with song writers to create custom songs firework scores. Partnered with designers to realize parades and spectacles. She seamlessly transitions between project and team to find the right words, style, and desired outcome. Her work has touched and entertained lives all over the world."

Ken Malquist, Creative Director, Creative Entertainment Disney Event Group
Ken.Malquist@disney.com

"As a creative catalyst who can deliver from initial 'what could we do?' brainstorming to final drafts, Stacy is tops on my list! She drove into the world of Pixar's Cars to develop original, real-time quests and challenges to take place inside the theme park, bringing humor and details that easily engage the imagination of participants of all ages. The Pixar team was charmed by the use of character and storytelling in Stacy's quests. Her skills as a writer were exemplary and joyful, bringing story, humor, and consistency to our script.

Wendy Ruth
Creative Director, Creative Entertainment, Disney Live Entertainment
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