



## **CRAIG HECKMAN**

### **Executive Vice President Human Resources**

Craig Heckman is Cedar Fair's executive vice president of Human Resources. Upon joining the company in December 2016 as senior vice president, Craig became the company's first dedicated human resources professional on Cedar Fair's executive team, bringing with him more than 30 years of experience working for consumer retail leaders, including Macy's, L Brands, and Express.

Craig was highly recruited to modernize and develop Cedar Fair's HR function. From the outset, Craig designed a strategy that would have the greatest impact on the business. For the HR team, few activities are as essential to park operations as recruiting, an effort that results in nearly 50,000 hires annually, most of whom are seasonal Associates assigned to run the day-to-day activities of the company's 11 amusement parks, two water parks and resort properties. As such, Craig made recruiting his top priority, moving quickly to build a strategy that included new technology and processes, employment branding, as well as adding recruiting professionals across the organization. Concurrently, Craig was building an HR infrastructure for the long term, including an overhaul of the company's talent management program as well as working with Cedar Fair leaders to think differently about the park labor model and procuring the technology necessary to efficiently manage a large seasonal workforce.

Prior to Cedar Fair, Craig served for two years as vice president and head of Human Resources for Vestis Retail Group. For the 11 years prior he worked for L Brands/Express, where he last served as vice president of Human Resources – Stores and International for Express. Craig began his career with Macy's, where for 17 years he served in a variety of HR roles for both stores and corporate.

Craig earned his B.S. in Industrial and Labor Relations from Cornell University.



In his teens, Craig inherited his family's passion for golf and played competitively throughout high school. After walking away from the game for over 30 years, Craig is back at it, in pursuit of a low handicap and a desire to outperform his younger days. Craig is a member of Wedgewood Golf and Country Club in Columbus, Ohio.