

executive bios



John Sprouls

Executive Vice President and Chief Administrative Officer, Universal Parks and Resorts; Chief Executive Officer, Universal Orlando Resort

John Sprouls is Executive Vice President and Chief Administrative Officer for Universal Parks & Resorts, the division of NBC Universal responsible for all worldwide theme park resort and development activities. He oversees Human Resources, Legal, Business Affairs, Global Merchandise, Risk Management, EHS, Information Technology, Real Estate, Corporate Communications, External Affairs and Community Relations for the Group.

Sprouls also serves as Chief Executive Officer of Universal Orlando Resort and previously served as President/CEO of Universal Holdings I and II, the entities that owned and controlled Universal Orlando from 2006 to 2011.

Sprouls joined Universal Orlando in 1996 as Vice President of Human Resources, after having spent 15 years in various senior roles for The Seagram Company, Ltd. He also spent several years as an attorney in private practice in New York and New Jersey.

Sprouls was appointed Senior Vice President - Administration for Universal Orlando in 1997. He has also served as Executive Vice President - Human Resources for the Universal Parks & Resorts Group, and Executive Vice President - HR, Legal and Business Affairs for the Group.

Sprouls is the Chairman of the U.S. Commerce Department's Tourism and Travel Advisory Board, a member of the U.S. Travel Association CEO Roundtable, and a former member of USTA's Board of Directors. Sprouls is President of the Universal Orlando Foundation and Chairman Emeritus of the Board of Directors for City Year Orlando. He is also a member of the Board of Trustees for the University of Central Florida, and a former board member of the University of Central Florida Foundation, the Central Florida Coalition for the Homeless and the Orlando Repertory Theatre.

Sprouls holds both a bachelor's degree in History and a Juris doctorate degree from Seton Hall University.