



Alyson Lundell

Alyson Lundell is the Director of Corporate Communications for Universal Orlando Resort. A public relations practitioner for more than 15 years, Alyson has spent the majority of her career in the tourism industry promoting Central Florida's major attractions. Her current role with Universal Orlando has involved attraction openings including TRANSFORMERS: The Ride – 3D and The Wizarding World of Harry Potter – Hogsmeade which opened in 2010 followed by last year's opening of The Wizarding World of Harry Potter – Diagon Alley. She is also responsible for overseeing publicity efforts around Universal's annual events, including Mardi Gras and Halloween Horror Nights. Her sons, Cooper and Holden, believe that their mom goes to work every day with Spider-Man, Captain America and the adorable minions.