



Bob Chapek

Chairman, Disney Parks, Experiences and Consumer Products

As Chairman of Disney Parks, Experiences and Consumer Products, Bob Chapek oversees the global hub where Disney stories, characters and franchises come to life. He assumed leadership of this new segment when it was created in March 2018.

The Disney Parks, Experiences and Consumer Products segment includes Disney's iconic travel and leisure businesses, encompassing six resort destinations in the United States, Europe and Asia, a top-rated cruise line, a popular vacation ownership program, and an award-winning guided family adventure business. Disney's global consumer products operations include the world's leading licensing business across toys, apparel, home goods, digital games and apps, the world's largest children's publisher, Disney store locations around the world, and the shopDisney e-commerce platform.

Throughout more than 25 years of leadership with the company, Bob's tenure has been marked by growth and transformation. He has championed using the latest technology to drive growth and improve the guest and consumer experience, developed groundbreaking business models and identified new revenue streams to achieve business objectives and sustain long-term growth for the business.

Bob was named Chairman of Walt Disney Parks and Resorts in 2015. During that time, Walt Disney Parks and Resorts saw the largest investment and expansion in its sixty-year history. This includes the successful opening of Shanghai Disney Resort, which exceeded expectations; nearly doubling the Disney Cruise Line fleet; announced immersive lands inspired by *Star Wars* coming to the Disneyland Resort and Walt Disney World Resort; the growth of Marvel-inspired attractions across the globe; and one of the most ambitious development projects at Disneyland Paris since the park first opened.

His guest-centric approach focuses on ensuring that every aspect of an experience is uniquely Disney and exceeds guest expectations. At Parks and Resorts, Bob has implemented innovative strategies to improve the guest experience by balancing demand at the parks, integrating new franchises at locations around the world, and introducing beloved and iconic experiences to new generations of Disney fans. His prior leadership of Disney Consumer Products (DCP) was a period of transformation in the worlds of play, storytelling, and learning.

Bob also served as President of Distribution for The Walt Disney Studios, where he managed the company's film content distribution strategy across multiple platforms, and President of Walt Disney Studios Home Entertainment where he led the organization to record-setting performances and played a key role in the commercialization of the studio's film business.

Prior to joining the company, he worked in brand management at H.J. Heinz Company, and in advertising at J. Walter Thompson. Bob has a degree in microbiology from Indiana University Bloomington, and received his MBA from Michigan State University.