



## Jill Estorino

Executive Vice President, Global Marketing and Sales

As Executive Vice President of Global Marketing and Sales for Walt Disney Parks, Experiences, and Consumer Products, Jill leads an organization that manages consumer and client relationships around the world; identifies opportunities for new products, experiences and services; and drives demand for the renowned Disney Destinations vacation portfolio.

Her Global Marketing and Sales team includes Consumer Insight, Measurement and Analytics, Global Creative, Synergy, Media Planning and Buying, Customer Relationship Management, and Franchise Strategy and Planning. Together, Jill and her team is responsible for marketing and selling Disney destinations, products, experiences and signature vacations around the world.

Prior to her current role, Jill served as Senior Vice President of Marketing and Sales, Asia Pacific for Walt Disney Parks and Resorts, leading the teams at Hong Kong Disneyland and Shanghai Disney Resort to accomplish revenue goals and to ensure a consistent brand presence in the APAC region. Previously, Jill was Senior Vice President, Marketing Strategy for Walt Disney Parks and Resorts. Under her leadership, the team developed marketing strategies to drive attendance and occupancy for Walt Disney World Resort, Disneyland Resort, and Disney Vacation Club.

Jill's career with the company began with travel trade sales in domestic and international markets for the Walt Disney World Resort. In 1998, she transitioned to Consumer Marketing, where she held roles with increasing responsibility, including Brand Manager for Disney Institute, Epcot, and Disney's Hollywood Studios. During that time, Jill served both as Director, Theme Park Brand Management and Vice President of Marketing Strategy for Walt Disney World Resort. She has also held site-based and global senior leadership roles, serving as Senior Vice President of Marketing for Hong Kong Disneyland and Senior Vice President of Marketing for Disneyland Resort.

Jill is a member of the Disney Parks, Experiences, and Consumer Products Executive Committee, as well as the Hong Kong Disneyland Board of Directors. She graduated from Florida State University with a Bachelor of Science degree from the College of Education.