



Ken Potrock

President, Consumer Products

As President of Consumer Products, Ken Potrock leads Disney's global merchandising effort to bring beloved characters, brands and stories to market through the Disney store, shopDisney, and licensing and retail partners. He assumed leadership of Consumer Products in May 2018.

Ken joined Consumer Products after more than two decades of leadership experience at Disney Parks. Throughout his career, Ken has consistently challenged the status quo – enabling a holistic entrepreneurial culture that defies the odds and ensures the unparalleled “Disney Difference” is delivered each day to Guests, consumers and fans.

Ken is also well-known for developing, invigorating and transforming numerous Disney properties and businesses to deliver consistent and dynamic growth. Most recently, Ken served as the Senior Vice President and General Manager of Disney Vacation Club, the Company's innovative and fast-growing vacation ownership program, as well as Adventures by Disney, the Company's award-winning guided group travel business.

In 2015, Ken led the dramatic expansion and reimagining of Disney Springs, Walt Disney World's iconic retail, dining and entertainment district. Previously, Ken was Senior Vice President of Disney Sports Enterprises, where he led the transformative rebranding of the ESPN Wide World of Sports Complex in Florida. Ken began his Disney career in 1996 as Vice President, Marketing for Disney Cruise Line, where he helped define and launch the Company's bold entry into the cruise industry.

Before relocating to California with his wife and two sons, Ken was deeply involved in supporting the Central Florida community, serving as Chairman of both the Orlando Economic Partnership and Florida Citrus Sports. He has served on the boards of Children's Miracle Network Hospitals, the Heart of Florida United Way and the American Heart Association. He was also recently honored as a 2018 ‘Father of the Year’ by the American Diabetes Association.

Ken earned his undergraduate degree in marketing from Washington University in St. Louis and his MBA from the Kellogg School of Management at Northwestern University.