



The **WALT DISNEY** Company

Bob Chapek
Chief Executive Officer
The Walt Disney Company

Bob Chapek is Chief Executive Officer of The Walt Disney Company, one of the world's largest media and entertainment companies and home to some of the most respected and beloved brands around the globe, including Disney, Pixar, Marvel, Star Wars, ESPN and National Geographic. Mr. Chapek assumed the role of CEO on February 25, 2020.

Mr. Chapek's nearly three decades at Disney have been marked by growth and transformation. A visionary leader, he has championed using creativity and cutting-edge technology to drive expansion and improve the guest and consumer experience, developed and successfully implemented groundbreaking business models, and identified new revenue streams to achieve business objectives and sustain long-term growth.

Before becoming the 7th CEO in Disney's nearly 100-year history, Mr. Chapek served as Chairman of Disney Parks, Experiences and Products since the segment's creation in 2018, and prior to that he was Chairman of Walt Disney Parks and Resorts since 2015. The Parks, Experiences and Products segment includes Disney's iconic travel and leisure businesses, which include 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 print publisher; Disney store locations around the world; and the shopDisney e-commerce platform.

During his tenure, Mr. Chapek oversaw the largest investment and expansion in Disney Parks history, including the successful opening of Shanghai Disney Resort; nearly doubling the Disney Cruise Line fleet; introducing the most technologically advanced and immersive lands in the parks' history, Star Wars: Galaxy's Edge at 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.

Mr. Chapek's guest-centric approach focuses on ensuring that every aspect of an experience is uniquely Disney and exceeds guest expectations. At Disney Parks, he 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. As head of Disney Consumer Products he led a period of transformation in the worlds of play, storytelling, and learning.

Mr. Chapek 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 as 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.

Throughout, Mr. Chapek has made enhancing the employee experience a top priority, and he's driven initiatives and programs related to education, healthcare, childcare, diversity and inclusion, veteran and active duty military appreciation, and workforce development. Mr. Chapek has also developed a close relationship with the Make-A-Wish Foundation, where he currently serves as a Board Member and helps the organization leverage the power of Disney to make a difference in the lives of children with critical illnesses and their families.

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