



## Ken Potrock

President, Disneyland Resort

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As president of Disneyland Resort, Orange County's largest employer with over 34,000 Cast Members, Ken Potrock is responsible for all facets of the business, including oversight of Disneyland and Disney California Adventure theme parks, three resort hotels and the Downtown Disney District.

Ken has overseen numerous expansion projects during his time at The Happiest Place on Earth, including the opening of Avengers Campus and The Villas at Disneyland Hotel, the reimagining of Mickey's Toontown, San Fransokyo Square and Pixar Place Hotel, and the ongoing transformation of Downtown Disney District.

Ken is a 27-year veteran of The Walt Disney Company and its Experiences segment. Most recently, he served as president of Consumer Products Commercialization, the company's global effort to bring beloved characters, brands and stories to consumers via merchandise, games and publishing through the Disney store, shopDisney and across licensing and retail partners.

For most of his Disney career, Ken has led high brand affinity businesses where consumer loyalty and insights were instrumental to growth and expansion, including Disney Vacation Club, the company's innovative and fast-growing vacation ownership program, Disney Cruise Line, Golden Oak, a luxury residential community in Walt Disney World Resort, and 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, he was senior vice president of Disney Sports Enterprises, where he led the rebranding of the ESPN Wide World of Sports Complex in Florida. He began his Disney career in 1995 as vice president, Marketing for Disney Cruise Line, where he helped define and launch the company's bold entry into the cruise industry. Ken serves on the boards for Children's Hospital of Orange County and Visit California.