



Barbara Bouza, FAIA
President, Walt Disney Imagineering

Barbara Bouza, FAIA, serves as president of Walt Disney Imagineering. In her role, Barbara co-leads the global multidisciplinary team behind the creation of Disney theme parks, attractions, resorts, cruise ships and entertainment experiences. Barbara empowers Imagineering's unique innovation, storytelling and technical expertise that brings the company's iconic characters and worlds to life. She collaborates with peers across Disney Experiences to ensure successful delivery of new experiences that immerse and attract guests from around the world — and help them make memories of a lifetime.

Since joining Disney in 2020, Barbara has led Imagineering during a period of tremendous growth and investment across Disney parks and experiences worldwide. During her tenure, Imagineers have brought a number of experiences to life that include Avengers Campus at Disneyland Paris and Disney California Adventure, the Disney Wish ship for Disney Cruise Line, Guardians of the Galaxy: Cosmic Rewind and TRON: Lightcycle / Run at Walt Disney World Resort, World of Frozen at Hong Kong Disneyland, and Zootopia at Shanghai Disney Resort. With even more projects set to be completed over the next decade, Imagineering has an extensive role in expanding Disney's footprint and reaching new guests and audiences around the world.

Before joining Disney, Barbara served as co-managing director, principal, for Gensler Los Angeles. In this role, she brought strategic design management to highly innovative clients such as Amgen, City of Hope, Debbie Allen, JPL/NASA and Netflix.

A well-regarded thought leader across architecture, design and executive leadership, Barbara has been recognized as a Fellow of the American Institute of Architects (FAIA) — the highest honor given to AIA members — for her exceptional work and significant contributions to the profession and society. Barbara served as the 2019 AIA Los Angeles chapter president and was on the board of the Southern California chapter of the International Interior Design Association (IIDA). Barbara holds a Bachelor of Architecture degree from California State Polytechnic University, Pomona, and studied in the Graduate Diploma Program at the Architectural Association in London.