



Lisa Becket

Executive Vice
President, Global
Marketing, Disney
Experiences

Pronouns: She/Her/Hers

Lisa Becket leads Global Marketing for Disney Experiences, which includes Customer Engagement Media; the Yellow Shoes Advertising and Creative Agency; Consumer Insight, Measurement, and Analytics; and the Franchise Marketing Strategy. In all, Lisa oversees the entire team responsible for promoting Disney destinations and experiences, signature vacations, and consumer products around the world.

The Global Marketing organization brings together the best in creativity, innovation, human insights, storytelling, and engagement. This holistic approach builds lifelong relationships and connections between Disney's guests, fans, and consumers with the magic of Disney Experiences.

Lisa started her Disney career at the Walt Disney World Resort in 1998. She has held a series of senior strategic marketing leadership roles with responsibilities spanning across Walt Disney World Resort, Disney Vacation Club, the Disneyland Resort, Disney Cruise Line, Adventures by Disney, and Aulani, a Disney Resort & Spa.

Lisa serves on the Board of Directors for the Association of National Advertisers, and she is on the board of Out & Equal, the premier organization working exclusively on LGBTQ+ workplace equality.

A native of Batavia, Illinois, Lisa holds an MBA from the Kellogg School at Northwestern University. She earned a bachelor's degree in aerospace engineering from University of Illinois Urbana-Champaign, and a bachelor's degree in mathematics from Lawrence University in Appleton, WI.