



Ken Potrock
President
Major Events Integration
The Walt Disney Company

As president of Major Events Integration for The Walt Disney Company, Ken Potrock oversees the company's holistic engagement in key sports, entertainment and tourism events in California and across the United States. He leverages the expansive Disney ecosystem in support of these events, which drive value for the business, the communities in which Disney operates, and the sports and tourism industries overall. Upcoming tentpole events include the Los Angeles 2028 Summer Olympics, the 2027 Super Bowl in Los Angeles (on ESPN), the 2026 FIFA World Cup in Los Angeles, the NBA All-Star Game and the celebration of the nation's 250th anniversary.

Most recently, Ken was president of the Disneyland Resort and was responsible for leading 36,000 Cast Members and all facets of the business, including overseeing Disneyland and Disney California Adventure theme parks, three resort hotels and the Downtown Disney District. During his nearly five years at The Happiest Place on Earth, Ken led the Resort through the pandemic, secured the approval of DisneylandForward, setting the Resort up for decades of dynamic growth, and oversaw numerous expansion projects, 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.

Prior to leading the Disneyland Resort, Ken served as president of Disney Consumer Products, the world's largest licensing business that brings beloved Disney characters, brands and stories to consumers through merchandise, games and publishing distributed around the globe.

In 2015, Ken oversaw the expansion and reimagining of Disney Springs, the iconic retail, dining and entertainment district at the Walt Disney World Resort. Before that, he was senior vice president of Disney Sports Enterprises, where he led the rebranding and expansion of the ESPN Wide World of Sports Complex in Florida. He has also held executive leadership roles at Disney Vacation Club, the company's vacation ownership program; Golden Oak, a luxury residential community in Walt Disney World Resort; and Adventures by Disney, the company's award-winning guided group travel business.

Ken is a nearly 30-year veteran of The Walt Disney Company and its Disney Experiences segment. He began his Disney career in 1995 as vice president of Marketing for Disney Cruise Line, where he helped define and launch the company's bold entry into the cruise industry.

Throughout his Disney career, Ken has led high-brand-affinity businesses in which consumer loyalty and insights are instrumental to growth and expansion, and where his work with Guests, fans, community members, and business and industry leaders has been the foundation for the success of his businesses and their stakeholders.

Ken is a graduate of Washington University in St. Louis and Northwestern's Kellogg School of Management. He is closely connected to the greater Los Angeles community and serves on the boards for Children's Hospital of Orange County and Visit California.