



Disney Experiences



Alannah Hall-Smith

Executive Vice President,
Communications and Public Affairs
Disney Experiences

As Executive Vice President, Communications and Public Affairs, Alannah Hall-Smith oversees the worldwide communications and positioning strategy for Disney Experiences, where she also serves on the Chairman's Executive Committee.

Under Alannah's leadership, the Communications and Public Affairs team manages a strategic mix of programs and plans that advance the business, enhance reputation, engage key stakeholders, and maintain relevancy with audiences around the world. Her global organization includes corporate communications, public relations, influencer engagement, creative content, social media strategy, executive engagement, employee communications, community relations, government relations, corporate citizenship, communications events, and business-to-business communications.

Alannah joined Disney in 2005 as vice president, Corporate Communications, Asia Pacific Region, overseeing the company's regional communications activities for business operations and strategic initiatives. After living in Hong Kong for nearly 20 years, she relocated to Shanghai in 2015, taking an increased focus on communications for Disney's operations in that market and expanding her overall scope as vice president, Corporate Communications, Asia Pacific and Japan. She moved to California in 2018 upon assuming leadership of Communications and Public Affairs at Disney Experiences.

Prior to joining Disney, Alannah held senior agency roles and has an extensive communications background working with multinational clients across the Asia Pacific region.

Alannah is native to Australia and has a Bachelor of Commerce from Griffith University. She was also a Founding Board Member of Women Media Networks, a not-for-profit organization that provides members with professional support, leadership development, and networking opportunities.