



## Lisa Becket

Executive Vice President,  
Global Marketing,  
Disney Experiences

Pronouns: She/Her/Hers

Lisa Becket leads the Marketing Center of Excellence for Disney Experiences, responsible for promoting Disney destinations and experiences, signature vacations, and consumer products. In this role, she oversees Customer Engagement, the Yellow Shoes Advertising and Creative Agency, and Franchise Marketing Strategy.

Lisa's Customer Engagement organization leads the media strategy, planning, buying, CRM, marketing platform development, and performance marketing orchestration for the domestic DPEP businesses. Yellow Shoes, the award-winning global in-house creative agency, is responsible for branding, design, creative content development, broadcast programming, synergy, and partnership marketing, along with other cross-company initiatives. The Franchise marketing team leads segment-wide strategies to match consumer insights, needs, and franchise affinities with business needs to grow value and contribution by better connecting Disney to the consumer.

Lisa started her Disney career at the Walt Disney World Resort in 1988. She held several roles on the Product and Guest Segment Strategy team before taking on the Disney Vacation Club and Walt Disney World hotel businesses, where she served as Vice President of Marketing Strategy.

She later expanded her scope in the role of Vice President, Regional Marketing Strategy for the Disneyland and Walt Disney World Resorts, before becoming Vice President of Destination Marketing Strategy, leading the domestic U.S., Canada, and Latin America markets for both theme park destinations.

In 2012, Lisa became Senior Vice President of Marketing and Sales Strategy for Domestic Parks and Resorts, responsible for Walt Disney World Resort, Disneyland Resort, Disney Cruise Line, Disney Vacation Club, Adventures by Disney, and Aulani, a Disney Resort & Spa. She also served as Senior Vice President for the Customer Engagement team before taking on her current role.

Lisa also serves on the Board of Directors for the (ANA) Association of National Advertisers, Out & Equal Workplace, the premier organization working exclusively on LGBTQ+ workplace equality and servers on the President's Advisory Council for Lawrence University.

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 she also has a bachelor's degree in mathematics from Lawrence University in Appleton, WI, where she played on the university's tennis and basketball teams. Lisa still competes as an amateur tennis player.