



Lisa Becket

Executive Vice President, Global
Marketing

Pronouns: She/Her/Hers

Lisa Becket leads the Global Marketing Center of Excellence for Disney Parks, Experiences, and Products, which includes the Customer Engagement Media Team, the Yellow Shoes Advertising and Creative Agency, the Consumer Insight, Measurement, and Analytics team, and the Franchise Marketing Strategy team.

The Global Marketing Center of Excellence promotes Disney destinations, experiences, signature vacations, and consumer products. Lisa is also the Executive Champion for the Florida PRIDE Business Employee Resource Group for LGBTQ+ employees, co-leads the PRIDE 365 Collective for the Walt Disney Company, and sits on the Walt Disney company's Creative Inclusion Council. Lisa also serves on the Board of Directors for the ANA, the Association of National Advertisers and on the board of Out & Equal, the premier organization working exclusively on LGBTQ+ workplace equality.

Lisa holds an MBA from the Kellogg School at Northwestern University. She also received bachelor's degrees in mathematics from Lawrence University in Appleton, WI, where she played on the LU Tennis team and is on their Athletics Advisory Board, and Aerospace Engineering from the University of Illinois in Champaign-Urbana, IL.