



Asad Ayaz
Chief Brand Officer, The Walt Disney Company and
President, Marketing, The Walt Disney Studios and Disney+

As Chief Brand Officer, Asad Ayaz is responsible for managing the Disney brand globally across The Walt Disney Company's entire ecosystem of touchpoints and consumer experiences. This includes holistic brand marketing campaigns leveraging and synthesizing the company's full suite of content and consumer experiences, activating the brand internally and externally, guiding the company's digital and social strategy and presence, overseeing corporate alliances and partnerships, and setting corporate synergy and franchise priorities. Additionally, he leads global consumer research and analytics for Disney's brands and franchises with a primary focus on delivering more personalized and dynamic consumer experiences.

In his role as President of Marketing for The Walt Disney Studios and Disney+, Ayaz oversees all aspects of global marketing – encompassing strategy, creative advertising, media, digital, research, special events, promotions, publicity, and synergy – for Disney, Pixar, Marvel, Lucasfilm and Twentieth Century Studios, along with all aspects of brand and performance marketing for Disney+.

An 18-year Disney veteran, Ayaz has developed and led marketing campaigns for some of the most successful film releases in history, including Lucasfilm's "Star Wars: The Force Awakens," Marvel's "Black Panther" and the global phenomenon "Avatar: The Way of Water." Additional campaigns Ayaz has spearheaded include Disney's live-action hits "Aladdin" and "The Lion King," Disney Animation's Academy Award-winning "Encanto" and "Frozen 2," Pixar's "Toy Story 4" and "Turning Red," and 20th Century Studios' "Free Guy" and "Prey." Ayaz has led the campaigns for the most watched films on Disney+ and Hulu, and 13 of the top 15 box office debuts of all time, including six opening weekends over \$200 million, as well as the biggest worldwide debut of all time for "Avengers: Endgame," which earned over \$1.2 billion in five days.

Ayaz also oversees marketing for series and specials produced by the Studios', including the Emmy Award-winning "The Mandalorian," "Obi-Wan Kenobi," Marvel Studios' hit series "WandaVision" and "Loki," and the five-time Emmy winning "The Beatles: Get Back." In addition, Ayaz has led the worldwide Disney100 brand campaign celebrating The Walt Disney Company's 100th milestone.

An award-winning marketing leader, Ayaz has been the recipient of multiple industry honors, including Variety's Marketing Visionaries Award and The Clio Marketing Mastermind Award. He was recently named one of Forbes Most Influential CMOs and one of Fast Company's Most Creative People in Business.