

# Disney Consumer Products and Interactive Media

**Kyle Laughlin**

**Senior Vice President, Games & Interactive Experiences**

As senior vice president of Disney Consumer Products and Interactive Media's Games & Interactive Experiences business unit, Laughlin oversees all strategy, management, and operations for DCPI's mobile apps and licensed console games. Laughlin also leads the connected experiences team, an organization devoted to innovation and the merging of digital and physical experiences, including augmented reality.

Additionally, his team oversees The Muppets Studio. Under Laughlin's leadership, The Muppets Studio has expanded the franchise and its content beyond films to digital platforms, short-form content, television shows, and additional opportunities that draw new audiences to the beloved characters.

Laughlin's team is also responsible for *Star Wars: Jedi Challenges*, an award-winning smartphone-powered augmented reality experience that brings iconic *Star Wars* experiences to life, including lightsaber battles, strategic combat and HoloChess challenges.

Prior to joining Disney in 2011, Laughlin served as general manager for Yahoo Sports & Games, where he led all programming, content, and business strategy. Laughlin joined Yahoo in 2007 and quickly rose to the top leadership position for the business unit from director of product management for Yahoo Games. As the product lead, he developed a unified casual and video game product organization, growing the audience, and improving monetization of its existing interactive products.

Before Yahoo, Laughlin held several positions with top technology companies and consultancies.

A Chicago native, Laughlin graduated from the University of Arizona with a Bachelor of Science degree in Management Information Systems.