

Disney Consumer Products and Interactive Media

Robert Vanderhyde Vice President, Business Insights and Optimization

Vanderhyde leads the Business Insights and Optimization team, where he is responsible for the Data, Analytics, Research and Portfolio Management functions within DCPI. As part of his role, Vanderhyde also oversees the Media Ad Sales and Operations team, responsible for media sales across DCPI's various advertising-supported products.

Vanderhyde joined The Walt Disney Company in 2011 as business operations lead for Disney Interactive. Prior to joining Disney, Vanderhyde served in various finance and business operations roles at Yahoo, Inc.

Vanderhyde earned a Bachelor of Science from the University of Pennsylvania and a Master of Business Administration degree from New York University.