

# **Disney Consumer Products and Interactive Media**

## **Mark L. Walker** **Senior Vice President, Franchise**

As senior vice president and head of Disney Consumer Products and Interactive Media's Franchise group, Walker leads segment-wide programs aimed at expanding audiences, identifying opportunities and building lifelong relationships between Disney fans and franchises.

Prior to this role, Walker led product development, marketing, programming, content and operations for Disney's social media presence and Disney's network of digital gateways and content-delivery apps.

Before he joined The Walt Disney Company in 2011, Walker was the head of Yahoo News and Information properties. Under Walker's leadership, Yahoo News was transformed from an online news aggregation platform into a premier source of original reporting and premium original video programming. He personalized the Yahoo News experience for consumers through seamless front page, social and local news content integration. He also developed, produced and sold innovative video news programs, including many of the most streamed news video series on the Internet.

Prior to taking the helm at Yahoo News, Walker was the vice president of business development for Yahoo Media, responsible for leading the business development teams in entertainment, sports and lifestyle content. Walker was the Co-Principal of Oceanaix Ventures LLC, an investment and consulting firm focused on traditional and digital media businesses. He has also held top business and legal affairs positions for several entertainment media companies in music, film and television.

Walker holds a J.D. degree from Stanford Law School, an M.S. in Mechanical Engineering from Stanford, and a S.B. in Mechanical Engineering from MIT. He is an active member of the Media Arts and Sciences Visiting Committee for the MIT Media Laboratory.