

# Disney Consumer Products and Interactive Media

## **Sarah Weisinger** **Vice President, Office of the Chairman**

As vice president, Office of the Chairman for Disney Consumer Products and Interactive Media, Weisinger serves as a business advisor and strategic planner for the Chairman and senior executive team of DCPI. She provides insight and input into all matters related to the business; identifies opportunities and risks; and facilitates decisions across the segment. This position blends Weisinger's deep expertise across a variety of disciplines, including business operations, revenue management, and human resources.

Prior to her current position, Weisinger led Human Resources for Disney Interactive where she was responsible for various HR disciplines across regional offices and studios. In her tenure, Weisinger led Disney Interactive through large-scale reorganizations and change management programs. She also worked with The Walt Disney Company Enterprise HR team to drive company-wide initiatives.

Before her role in HR, Weisinger led Revenue Operations & Strategic Services for the Disney Interactive Media Group. As Vice President, she was responsible for all areas of online ad operations for ABC, Disney and ESPN, including Ad System development, Advertising Account Management, Inventory, and Ad Production.

Prior to joining The Walt Disney Company in 2000, Weisinger worked for the Seattle Mariners Baseball Club and EvansGroup advertising agency in Seattle. She received a Bachelor of Arts degree in Communication from the University of Washington.