

Disney Consumer Products and Interactive Media

James Pitaro **Chairman, Disney Consumer Products and Interactive Media**

James Pitaro was named chairman, Disney Consumer Products and Interactive Media (DCPI) in February 2016, where he oversees the Company's creation of physical and digital products, experiences, and content across more than 100 categories.

Pitaro and his team bring to life the characters and stories of four iconic brands—Disney, Pixar, Star Wars, and Marvel—through the world's largest licensing business across toys, apparel and home goods; the world's largest children's publisher; a robust digital game slate including mobile and console experiences; hundreds of Disney store locations around the world; and the Disney Digital Network, the Company's always-on social and digital channels that reach one of out of every three U.S. social media accounts. The organization also manages the Company's relationships with retailers globally.

Pitaro previously served as president, Disney Interactive, where he successfully led the turnaround of the gaming and digital media division of The Walt Disney Company.

Prior to his roles at Disney, Pitaro served as vice president and head of Yahoo Media where he set strategy and developed and executed growth driving initiatives for Yahoo's media properties, including Yahoo Sports and Yahoo Music. He was credited with leading those businesses to their positions as the number one online sports and music destinations. Earlier in his career, Pitaro was vice president of business affairs for LAUNCH Media, Inc. and practiced law at several New York firms.

Pitaro holds a Bachelor of Science in economics from Cornell University and a Juris Doctor from St. John's Law School.