



The **WALT DISNEY** Company

Zenia Mucha
Executive Vice President, Chief Communications Officer,
The Walt Disney Company

As Executive Vice President and Chief Communications Officer, Zenia Mucha is responsible for global communications for The Walt Disney Company, including acting as chief spokesperson and overseeing communication strategy and media relations for the company, its various business segments and its philanthropic and environmental initiatives. Her role also includes oversight of internal communications, the Walt Disney Archives and D23.

Since 2002, Ms. Mucha has led the communications and positioning strategy for all of Disney's strategic business initiatives including the acquisitions of Pixar, Marvel and Lucasfilm; the Company's leadership in leveraging digital technology to connect consumers to creative content in new and exciting ways; and its expansion and growth in international such as the landmark opening of Disney's first theme park and resort in Mainland China, Shanghai Disney Resort.

Under her direction, Disney launched D23, the first-ever official Disney fan club, with members in all 50 states and 35 countries. Since its 2009 debut, D23 has delighted Disney fans with experiences such as the bi-annual *D23 Expo: The Ultimate Disney Fan Event*, year-round member-only insider access events, and the award-winning quarterly magazine, *Disney Twenty-three*.

Ms. Mucha originally joined the Company in 2001, as senior vice president, Communications, for the ABC Broadcast Group and the ABC Television Network. In this role, she oversaw the communication strategy and implementation of all external and internal communications. She also had oversight of public service campaigns, audience information, internal publication and the ABC Foundation.

Prior to joining The Walt Disney Company, Ms. Mucha served as director of communications and senior policy advisor to New York State Governor George Pataki. In these roles, she counseled him on a broad range of public policy and other issues and successfully positioned him for re-election, earning a national reputation for her communication strategy and political expertise in the process. *The New York Times* described her role as expanded beyond communications, "to include virtually every major decision made by the Governor."

Ms. Mucha previously served as communications director for United States Senator Alfonse D'Amato, managing his successful re-election campaigns in 1986 and 1992. She originally joined Senator D'Amato's team in 1982 as a press representative.

In 2012 Ms. Mucha received the prestigious Matrix Award from New York Women in Communications, Inc. She has also been named one of the *100 Most Important In-House*

Communicators in the World by The Holmes Report, PR Week's *Top 50 Industry Elite* and was recognized on PR Week's Power List for 2014.