



Rebecca Campbell
Chairman, International Content and Operations
The Walt Disney Company

As Chairman, International Content and Operations, Rebecca Campbell is responsible for expanding the international content creation pipeline through the development and production of entertainment and sports content in local markets throughout Asia Pacific, EMEA, India and Latin America. Additionally, she manages the Company’s international linear channels, local ad sales, and local distribution outside the U.S. She also oversees the Disney+ Hotstar business in India.

A longtime veteran of the Company, Rebecca has served in numerous leadership roles across a variety of key business segments. Most recently, she served as Chairman, Direct-to-Consumer and International Operations, where she oversaw the launch of Disney+ throughout EMEA, APAC and Latin America. In this role, she was also responsible for the successful roll-out of the Star general entertainment content collection on Disney+ throughout EMEA and the stand-alone Star+ general entertainment streaming service in Latin America.

Prior to that she was President of Disneyland Resort, where she oversaw two iconic theme parks—Disneyland and Disney California Adventure, three resort hotels, Downtown Disney, and a workforce of 31,000 cast members.

She also served as President of The Walt Disney Company—EMEA in London for nearly two years where she oversaw Disney’s media, motion pictures and all other operations across EMEA (excluding Disneyland Paris), and was responsible for a diverse team of over 5,000 employees operating in 59 markets with offices in 25 countries. Rebecca played a role in securing the first major distribution deal for Disney+ in EMEA and led the integration of 21st Century Fox’s businesses with Disney’s operations across the region.

From 2010 through 2017, Rebecca served as President, ABC Owned Television Stations, responsible for the Company’s eight local TV stations and their digital assets in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh-Durham and Fresno. In addition, she oversaw ABC National Television advertising sales and ABC Daytime.

From 2007 to 2010, Rebecca served as President and General Manager of WABC-TV – New York, the group’s flagship station in the nation’s largest television market, where she was responsible for WABC-TV and all of its ancillary businesses, including two additional digital platforms and “Live with Regis and Kelly.”

Rebecca joined The Walt Disney Company in 1997 as Vice President of Programming at WPVI-TV in Philadelphia, Pennsylvania. In 2003, she was named President and General Manager of 6ABC.

Prior to her Disney tenure, she held several programming and production positions at various television stations in Allentown and Lancaster, Pennsylvania.

Throughout her career, Rebecca has received various honors for her leadership and community service, including being named Broadcaster of the Year in 2013 by the Pennsylvania Association of Broadcasters, being recognized as the Disney VoluntEAR of the Year in 2015, and receiving the “Excellence in Mentoring” award in 2016 from the Big Brothers/Big Sisters of Greater Los Angeles.

Rebecca is a *magna cum laude* graduate of Bloomsburg University with a dual major in journalism and political science.