



Asad Ayaz
Chief Brand Officer, The Walt Disney Company and
President, Disney Entertainment Marketing

As Chief Brand Officer, Asad Ayaz is responsible for managing the Disney brand globally across The Walt Disney Company's entire ecosystem of touchpoints and consumer experiences. This includes holistic brand marketing campaigns leveraging and synthesizing the company's full suite of content and consumer experiences, activating the brand internally and externally, guiding the company's digital and social strategy and presence, overseeing corporate alliances and partnerships, and setting corporate synergy and franchise priorities. Additionally, he leads consumer research and analytics for Disney's brands and franchises, primarily focusing on delivering more personalized and dynamic consumer experiences.

In his dual role as President of Disney Entertainment Marketing, Ayaz oversees all aspects of global marketing – encompassing strategy, creative advertising, media, digital, research, special events, promotions, publicity, and synergy – for Disney's collection of world-class film, television, and streaming studios. He also leads both Yellow Shoes and The Hive, the company's in-house creative agencies for Disney Experiences and Disney Entertainment, respectively.

A 20-year Disney veteran, Ayaz has shaped marketing strategies for some of the most successful film releases in the company's recent history, including nine of the top 15 box office debuts of all time, and 18 films that have passed the \$1 billion mark at the global box office since he began overseeing marketing for the studio. Key campaigns include Disney's live-action hits "Lilo & Stitch" and "The Lion King," Disney Animation's "Moana 2," the Academy Award®-winning "Encanto," and "Frozen II;" Pixar's "Toy Story 4" and "Inside Out 2;" Marvel Studios' "Deadpool & Wolverine," "Avengers" and "Black Panther" films; Lucasfilm's "Star Wars: The Force Awakens;" and 20th Century Studios' "Kingdom of the Planet of the Apes," "Alien: Romulus," and "Avatar: The Way of Water."

Ayaz also drives worldwide content, brand and performance marketing for Disney's streaming services. Leading Disney+ marketing over the past several years, he oversaw campaigns for the Emmy Award®-winning "The Mandalorian," and Lucasfilm's critically-acclaimed "Andor," Marvel Studios' hit series "Agatha All Along," "WandaVision" and "Loki," and the five-time Emmy-winning "The Beatles: Get Back," and the launch of "Taylor Swift | The Eras Tour (Taylor's Version)" on Disney+. In addition, Ayaz led the Disney100 brand campaign celebrating The Walt Disney Company's 100th anniversary, the international expansion of D23: The Official Disney Fan Club, and the creative campaign for Disneyland Resort's 70th anniversary.

An award-winning marketing leader, Ayaz has been recognized as one of Forbes' Most Influential CMOs, Fast Company's CMOs of the Year, and one of its Most Creative People in Business. He was also named an Adweek Marketing Vanguard and featured in both the Adweek 50 and The Hollywood Reporter's Top Marketers of 2025. Additionally, his work has earned multiple industry honors, including Variety's Marketing Visionaries Award and The Clio Marketing Mastermind Award.