



The **WALT DISNEY** Company

Asad Ayaz
Chief Marketing and Brand Officer
The Walt Disney Company

Asad Ayaz is Chief Marketing and Brand Officer of The Walt Disney Company. He leads Disney's newly created enterprise marketing and brand organization that harnesses the collective strength of marketing talent across each of the company's business segments — Disney Entertainment, Disney Experiences, and ESPN.

In his role, Ayaz leads all aspects of global marketing for the company, encompassing strategy, creative advertising, media, digital, research, special events, promotions, publicity, and synergy. Stewarding Disney's iconic brands and franchises globally, he is also responsible for overseeing company-wide brand efforts, alliances, and events, which includes cross-company campaigns that leverage Disney's full suite of content and consumer experiences; integrating 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. His recent work includes 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.

A 21-year Disney veteran and most recently the company's Chief Brand Officer and President of Disney Entertainment Marketing, Ayaz has shaped marketing strategies for some of the most successful entertainment releases in the company's recent history, including 13 of the top 15 box office debuts of all time, and 28 films that have passed the \$1 billion mark at the global box office during his marketing leadership at the studio. Key campaigns include Disney's live-action hits "Lilo & Stitch" and "The Lion King;" Disney Animation's "Zootopia 2" and "Moana 2;" 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' "Avatar: The Way of Water," and "Avatar: Fire and Ash." 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 "Daredevil: Born Again," and the five-time Emmy-winning "The Beatles: Get Back," and the launch of Taylor Swift's "The End of an Era" on Disney+.

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 the Adweek 50, The Hollywood Reporter's Top Marketers of 2025, and Variety's Most Powerful Executives in Entertainment. Additionally, his work has earned multiple industry honors, including Variety's Marketing Visionaries Award and The Clio Marketing Mastermind Award.