Adam Smith
Chairman, Direct-to-Consumer, Disney Entertainment
The Walt Disney Company

Adam Smith is the Chairman of Direct-to-Consumer for Disney Entertainment. He is responsible for driving overall strategy, product development, monetization, and innovation across the company's global subscription business. In this role, he oversees Product, Engineering, Ad Technology, Strategy, Programming, Partnerships, Data & Analytics, and Viewer Experience functions across Disney+ and Hulu.

Smith joined Disney in 2024 as Chief Product and Technology Officer for Disney Entertainment and ESPN. In that role, he oversaw significant improvements to the Disney+ and Hulu core experience, strengthened the product and technology leadership team, and launched ESPN's flagship streaming service. He added the role of Co-President, Direct-to-Consumer for Disney Entertainment before being promoted to his current role as Chairman in 2026.

Before joining Disney, Smith spent more than two decades at Google and YouTube. He most recently served as Vice President, Product Management at YouTube, leading Music and Premium Subscriptions and Commerce. In that role, he grew YouTube's Music and Premium offering to over 100 million subscribers. In prior roles, Smith led the expansion of YouTube in Asia Pacific, managing teams in Japan, China, India, Australia, Korea, and Southeast Asia, and oversaw the Kids, Sports, News and Education product areas. He also held senior leadership roles at Google across Books, News, Scholar, Finance, and Fiber.

Smith began his career at Lehman Brothers in Media and Telecommunications Investment Banking and in Corporate Development and New Media at Bertelsmann/Random House Inc.

Smith has served on the board of Redefine Alliance since 2009. He earned a bachelor's degree from the University of California, Berkeley, and holds an MBA from Stanford University.