



Barbara Bouza

President, Walt Disney Imagineering
– Business Management, Design &
Development

Barbara Bouza is president, Walt Disney Imagineering – Business Management, Design & Development. In this role, she is accountable for leading business management of all Walt Disney Imagineering (WDI) studios globally, overseeing daily operations, development and project delivery.

Barbara works collaboratively with stakeholders across the business to design, develop, and execute projects for Disney theme parks, attractions, resort hotels, cruise ships, and retail, dining and entertainment centers. Barbara previously served as co-managing director, principal, of Gensler Los Angeles. In this collaborative leadership role, she brought strategic design management to highly innovative clients such as Netflix, Amgen, JPL/NASA, Debbie Allen, and the City of Hope. A fellow of the American Institute of Architects (AIA), she was the 2019 AIA Los Angeles president, and also served on the board of the Southern California chapter of the International Interior Design Association.

In the community, Barbara was recognized by The Los Angeles Business Journal as Executive of the Year: Women Making a Difference. This honor recognizes women who lead by example, successfully blending effective business vision with passionate commitment to positively making a difference, both in the world of business and in the communities they serve. She has also been named by Real Estate Forum magazine as a Woman of Influence: California.

Barbara is on the board of directors of Imagine LA, a leading not-for-profit dedicated to mobilizing the community to end the cycle of family homelessness and poverty, and is a member of the National Organization of Minority Architects and the Women Presidents' Organization. Additionally, she works with nonprofit organizations such as Girls Inc. and Dress for Success.

Barbara holds a Bachelor of Architecture degree from California State Polytechnic University, Pomona, and studied in the Graduate Diploma Program at the Architectural Association in London.