



Lisa Becket

Senior Vice President, Global Marketing

Lisa Becket leads the Marketing Center of Excellence for Disney Parks, Experiences, and Products which includes the Customer Engagement, Creative, and Franchise Marketing teams, responsible for promoting Disney destinations, experiences, signature vacations, and consumer products.

As part of the Marketing Center of Excellence, the Customer Engagement team leads the media strategy, planning, and buying, CRM, marketing platform development, and performance marketing orchestration for our domestic businesses. The Yellow Shoes Creative team is the award-winning global in-house Creative Agency responsible for branding, design, creative content development, broadcast programming, synergy and partnership marketing, and other cross-company initiatives. The Franchise marketing team leads segment-wide strategies to match consumer insights, needs, and franchise affinities with our business needs to grow value and contribution by better connecting us to the consumer.

Lisa started her Disney career in 1998 at Walt Disney World with roles on the Product & Guest Segment Strategy teams before moving into roles of increasing responsibility on the Disney Vacation Club and Walt Disney World hotel businesses, where she served as Vice President, Marketing Strategy. In 2008, she transitioned to the Disneyland Resort site as Vice President, Regional Marketing Strategy for the Disneyland and Walt Disney World Resorts.

Lisa returned to the Florida as Vice President, Destination Marketing Strategy, leading the marketing strategy for the domestic U.S., Canada and Latin America markets for both the Walt Disney World and Disneyland Resorts. In 2012, Lisa was promoted to Senior Vice President, Marketing and Sales Strategy, Domestic Parks and Resorts. In this role, Lisa oversaw marketing and sales strategy including the go to market approach for Walt Disney World, Disneyland, Disney Cruise Line, Disney Vacation Club, Aulani and Adventures by Disney. Lisa also served as Senior Vice President for the Customer Engagement team prior to taking on her additional global leadership responsibilities in her current role for the Creative and Franchise Marketing teams.

A native of Batavia, Illinois, Lisa holds an MBA from the Kellogg School at Northwestern University. She also received bachelor's degrees in Mathematics and Aerospace Engineering from Lawrence University in Appleton, WI, and the University of Illinois, respectively.