



Ken Potrock

President, Disneyland Resort

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As president of Disneyland Resort, Ken Potrock is responsible for all facets of the business, including oversight of two theme parks – Disneyland and Disney California Adventure, three resort hotels and the Downtown Disney District.

Ken is a 26-year veteran of The Walt Disney Company and its Parks, Experiences and Products segment. Most recently he served as president of Consumer Products Commercialization, the company’s global effort to bring beloved characters, brands and stories to consumers via merchandise, games and publishing through the Disney store, shopDisney and across licensing and retail partners.

For most of his Disney career, Ken has led high brand affinity businesses where consumer loyalty and insights were instrumental to growth and expansion, including Disney Vacation Club, the company’s innovative and fast-growing vacation ownership program, Disney Cruise Line, Golden Oak, a luxury residential community in Walt Disney World Resort, and Adventures by Disney, the company’s award-winning guided group travel business.

In 2015, Ken led the dramatic expansion and reimagining of Disney Springs, Walt Disney World’s iconic retail, dining, and entertainment district. Previously, he was senior vice president of Disney Sports Enterprises, where he led the rebranding of the ESPN Wide World of Sports Complex in Florida. He began his Disney career in 1995 as vice president, Marketing for Disney Cruise Line, where he helped define and launch the company’s bold entry into the cruise industry.

Before relocating to Southern California with his wife and two sons, Ken served as chairman of both the Orlando Economic Partnership and Florida Citrus Sports. He has served on the boards of Children’s Miracle Network Hospitals, the Heart of Florida United Way and the American Heart Association.

In 2018, Ken was honored as a “Father of the Year” by the American Diabetes Association and received the Dorian Boyland Community Service Award from the Central Florida Urban League.

Ken earned his undergraduate degree in marketing from Washington University in St. Louis and his MBA from the Kellogg School of Management at Northwestern University.