



Ken Potrock
President
Major Events Integration
The Walt Disney Company

Ken Potrock serves as President of Major Events Integration for The Walt Disney Company, where he leads the company's engagement across marquee sports, entertainment and tourism events in California and the United States. In this role, he leverages Disney's expansive and dynamic ecosystem to create added value for the company's businesses around tentpole events including America's 250th anniversary and FIFA World Cup in 2026, the Grammy Awards and Super Bowl LXI in 2027, and the LA Summer Olympics and 100th anniversary of Mickey Mouse in 2028.

A 30-year Disney veteran, Potrock has consistently focused on delivering exceptional experiences for guests, fans and partners—leaning into consumer insights, trends and brand affinity to drive activation, amplification and growth for an array of brands and businesses. Most recently, Potrock was President of Disneyland Resort, guiding 36,000 cast members through the pandemic, securing approval for DisneylandForward and leading major expansions—from Avengers Campus at Disney California Adventure and The Villas at the Disneyland Hotel, to reimagined lands like Mickey's Toontown, San Fransokyo Square and the upcoming Avatar experience.

Previously, Potrock served as President of Disney Consumer Products and Senior Vice President of Disney Sports Enterprises, Disney Vacation Club, the Golden Oak residential community and Adventures by Disney. He began his Disney career in 1995 as Vice President of Marketing for Disney Cruise Line, helping launch the company's entry into the cruise industry.

Potrock is a graduate of Washington University in St. Louis and Northwestern University's Kellogg School of Management. He actively supports the Southern California community, serving on the board of Rady Children's Health, as Chairman of Visit California and as an advisory board member for the LA Sports and Entertainment Commission.