Disney Experiences

Natacha Rafalski

President
Disney Signature Experiences

Natacha Rafalski is President of Disney Signature Experiences, leading a dynamic portfolio that includes:

- Disney Cruise Line which is expanding its fleet of eight ships to include 13 by 2031. This period of significant growth includes the Disney Believe, expected to launch in late 2027, and a new ship in Tokyo, announced in partnership with Oriental Land Co. and slated to debut by 2029. Disney Cruise Line also continues to add new itineraries and ports of call around the world and operates two island destinations in the Bahamas.
- Disney Vacation Club, the company's vacation ownership program that has more than 250,000 member families, from all 50 states and approximately 100 countries.
- Adventures by Disney and National Geographic Expeditions, guided group travel businesses which take travelers to unique destinations to interact with world culture in new ways.
- Storyliving by Disney, master-planned communities known for Disney's attention to detail, unique placemaking and signature touches that inspire residents to write their next exciting chapter.
- Golden Oak, a luxury community of custom homes that offers resort style living defined by legendary Disney service at Walt Disney World Resort.

Before becoming President of Disney Signature Experiences, Rafalski was President of Disneyland Paris, where she led a broad portfolio of businesses that included two theme parks, seven hotels and two convention centers. She also advanced the expansion of Disney Adventure World, a major focus for the resort.

Previously, Rafalski served as Chief Financial Officer and Senior Vice President of Business Strategy and Finance for Disneyland Paris. In addition to overseeing the company's finances, her responsibilities spanned real estate, resort transformation and strategic partnerships.

From 2013 to 2017, Rafalski served as Chief Financial Officer for The Walt Disney Company Greater China. During her tenure, the business achieved record growth across all segments and reached major milestones, including construction of the company's first—and the world's largest—Disney Store in China and the opening of regional offices across the country. She also led the company's diversity and inclusion initiatives across Asia. Her work was recognized with the Women Worth Watching in Leadership Award from Profiles in Diversity Journal.

Rafalski began her Disney career in 1995 and held several roles in corporate treasury and finance before being appointed Vice President of Corporate Finance in 2005, overseeing structured finance, global cash management and treasury operations.

Rafalski is Franco-American and grew up just outside Paris. She holds an MBA in finance from the Anderson School of Management at UCLA and a bachelor's degree in mathematics and economics from the University of California.