



Lisa Baldzicki
Executive Vice President
Global Experience
& Innovation

As Executive Vice President, Global Experience & Innovation, Disney Experiences, Lisa Baldzicki leads global Parks merchandise and owned-and-operated retail businesses, including Disney Store locations worldwide and DisneyStore.com, in addition to a newly formed team responsible for identifying emerging trends and opportunities to scale successful ideas across the global portfolio.

With a future-focused and data-driven approach, Baldzicki operates at the intersection of creativity, innovation, and commerce—anticipating consumer trends and guest needs, identifying white-space opportunities, and delivering differentiated experiences that continue to set Disney apart from all others. Baldzicki's key focus is on innovation at scale, disciplined global growth, and the evolution of how our guests engage with and enjoy our Disney Experiences globally.

Prior to assuming this role, Baldzicki served as Senior Vice President, Parks Product Development & Retail, where she defined the vision and business strategy for the product portfolio across U.S.-based parks and Disney Signature Experiences. In close partnership with site presidents, she drove growth, alignment, and disciplined prioritization across integrated retail experiences. Grounded in deep consumer insight, her merchandising perspective spans multiple retail formats and categories, shaping strategies across the full purchase lifecycle.

A global merchandising and retail senior executive, Baldzicki has successfully transformed businesses across U.S. and international wholesale, vertical retail, and hospitality environments. Throughout her nearly three decades of industry experience, she has championed innovation and thoughtful risk taking to reshape organizational cultures and deliver sustained growth. Known for her collaborative leadership style, she fosters inclusive cultures grounded in trust, shared ownership, and a deep commitment to collective success and is a recognized industry expert.

Baldzicki holds a Bachelor of Fine Arts in Fashion Design and Merchandising from Belmont University's O'More College of Architecture and Design.