



## SUPPLIER DIVERSITY

### WHO WE ARE

We believe that including diverse suppliers in our sourcing process provides us the greatest opportunity to develop the most innovative, highest quality, and most cost-effective business solutions. Through direct experience, we know this strengthens our company on the inside and supports communities on the outside. We strive to ensure that our business leaders have a broad understanding of the business case for working with diverse suppliers and the competitive advantage that a robust Supplier Diversity process provides the company. We invite you to be part of the magic!

### WHAT WE DO

We support The Walt Disney Company's diversity strategy by developing and leading a world-class Supplier Diversity process that:

- articulates the value of a robust supplier diversity process
- enables diverse suppliers to compete for sourcing opportunities
- facilitates a healthy, fact-based dialogue between Disney and external interest groups

### HOW WE DO IT

**Identification** – We identify minority, woman, veteran, and/or service-disabled veteran owned enterprises businesses for Disney professionals that are capable of meeting our business requirements.

**Qualification** – We determine relevant MWVBE business criteria such as competencies, geographical scope, and capacity.



Due Diligence – We validate M/W/VBE status through certification compliance. We use [WBENC](#), [NMSDC](#), and [Department of Veterans Affairs](#) to verify certification.

Outreach – We actively seek diverse suppliers through participation in national, regional and local minority-and women-owned business development organizations, advocacy groups, and trade shows.

## MEET THE TEAM



LEONARD SPENCER



Leonard Spencer is Senior Manager of Supplier Diversity for The Walt Disney Company. He coordinates the activities of the Supplier Diversity team to ensure that strategies to increase diversity and economic inclusion are integrated into the company's global Strategic Sourcing and Procurement function. He identifies and cultivates opportunities for certified diverse-owned firms across The Walt Disney Company through active engagement with qualified suppliers. Prior to joining the Supplier Diversity team, Leonard led the Theme Parks and Resorts Procurement Operation's team where he guided the Strategic Sourcing and Procurement organization's decision making with respect to the development, adoption and implementation of best-in-class procurement programs, processes, procedures, and tools.

Leonard was raised in Mobile, Alabama and holds a Masters of Business Administration from the University of Alabama's Manderson Graduate School of Business and a Bachelor's of Science degree in Finance from Tuskegee University.

Leonard is active in leadership roles outside of Disney. He serves as a member of the Tuskegee University School of Business advisory board and the Osceola Hispanic Business Council board of directors.



## ARNICE LAMB

Mrs. Arnice Lamb is a manager of Supplier Diversity and supports the enterprise construction and professional services categories, as well as the Walt Disney Parks & Resorts segment. She has been with the Company since February of 1991. Prior to joining Disney, Mrs. Lamb held a number of managerial positions with organizations such as Shiley, Inc., a division of Pfizer Inc.; Medtronic Cardiopulmonary, a division of Medtronic, Inc.; and Bard Cardiopulmonary, a division of C.R. Bard, Inc. For several years, Mrs. Lamb has been instrumental in the development, implementation and compliance of minority and women business enterprise (MWBE) programs.



Mrs. Lamb is a native of the state of Ohio. She attended Whiting College in Cleveland, where she received a bachelor's degree in business administration. Later Mrs. Lamb completed extension courses in purchasing & material management at Fullerton College in Fullerton, CA, and contract administration at University of California, Irvine.

An active participant in numerous organizations, Mrs. Lamb serves as chairwoman for the corporate advisory committees of the American Indian Chamber of Commerce of California, Asian Business Association of Orange County. She also serves as corporate advisory to the Women Business Enterprise Council – West, National Association of Minority Contractors & Women Construction Owners & Executives, and the National Minority Supplier Development Council, among others.



**BENEDICT TUBUO**



Ben is the manager on the team responsible for Studio, Disney Consumer Products, and Corporate segments. In this role, he works closely with various stakeholders to identify vendors capable of providing business solutions that enhance Disney's capabilities, brand integrity, and drive profitability.

Ben holds an MBA in Finance & Strategic Management from the Carlson School of Management – University of Minnesota. He recently joined Disney after owning an equity analytics and trading business. He has held various FP&A and Corporate Development roles with Best Buy Inc., Wells Fargo NA, and SUPERVALU Inc.

Ben enjoys the dynamics of new business development and strategy formulation. In his spare time, he enjoys a good read, soccer, biking, and initiatives that strive to eliminate hunger and homelessness.



## ANKIT BRAHMKSHATRI

Ankit Brahmshatri is a manager of Supplier Diversity and supports The Walt Disney Company's segments of Media Networks and Disney Interactive.

Ankit has a background in finance and accounting. Prior to joining the Supplier Diversity team, Ankit supported financial reporting for various business units within Disney's Global Strategic Sourcing organization. Ankit joined Disney after working in the investment management and telecommunication industries in both the United States and Australia.

While he now calls Southern California home, Ankit has lived, worked, and studied on three continents.



## SUPPLIER DIVERSITY - DOING BUSINESS WITH US

We realize there are many approaches to a diverse supply base for our enterprise. Some of our business needs require large, global companies for national or worldwide deals. Other times we can leverage small, nimble, local vendors that can meet special needs. The companies we evaluate can be national, regional, or local as long as they meet the diverse needs and objectives of our stakeholders.

Interested in doing business with us? Here are the next steps.

### LEARN ABOUT US

- Know and understand the product and service offerings of The Walt Disney Company.
- Understand the structure of our segments and business units and our business trends by reading our [Annual Report](#).

### KNOW WHAT WE LOOK FOR

For purposes of the Program, we look for suppliers who have been certified by either [NMSDC](#), [WBENC](#), or [Department of Veterans Affairs](#) as minority, woman, veteran, service-disabled veteran owned enterprises. You should also:

- Demonstrate sales volume, profitability, and financial stability in the past three years
- Deliver a comprehensive product or service



- Have a presence in our key markets in the U.S. (Northeast, Orlando, Southern California)
- Possess a skilled management team with experience delivering to the media/entertainment/theme parks industry

## DETERMINE WHERE YOU FIT

- Take a realistic look at your company's product and service offerings and determine whether you are most competitive at the local, regional, national, or global level.
- Prepare the business solution and value-add that uniquely qualifies your organization to do business with us. What does your company do or have that we can't live without?

## TAKE ACTION

- When there is a need, our sourcing professionals utilize our [vendor registration portal](#) to identify new vendors. As you create your company profile on the [vendor registration portal](#), note that a detailed and current profile on the database will allow our sourcing professionals to find you easily. When there is a match for our business need and your commodity based on the information and capabilities you provide, we can contact you directly.
- Meet us at one of the many events we attend to support supplier diversity with the [NMSDC](#) and [WBENC](#) councils along with [Department of Veterans Affairs](#) events.
- Send us [an email](#) and let us know who you are and what you do.



## SUPPLIER DIVERSITY - FAQs

### I registered in your database. What's next?

By registering, you are visible to sourcing specialists throughout the Company. When an opportunity exists for which you qualify, we will contact you directly. This can sometimes be a lengthy process and your patience and understanding are appreciated. Make sure your info is up-to-date and comprehensive of any new products and services you offer.

### What certifications does TWDC accept?

For purposes of the Program, we look for suppliers who have been certified by either NMSDC, WBENC or Department of Veterans Affairs as minority, woman, veteran, service-disabled veteran owned enterprises.

### What are the Disney Brands?

Please visit [TheWaltDisneyCompany.com](http://TheWaltDisneyCompany.com) for a full list of all our brands.

### What does Disney look for in a supplier?

We look for suppliers who have been certified either by NMSDC, WBENC or Department of Veterans Affairs as minority, woman, veteran, service-disabled veteran owned enterprises. You should also:

- Demonstrate sales volume, profitability, and financial stability in the past three years



- Deliver a comprehensive product or service
- Have a presence in our key markets in the U.S. (Northeast, Orlando, Southern California)
- Possess a skilled management team with experience delivering to the media/entertainment/theme parks industry

## What does TWDC buy?

The Walt Disney Company relies on best-in-class suppliers to provide the array of products and services needed to deliver unique, high-quality and innovative content, products and experiences to our consumers. We have diverse business partners that provide those products and services in every sourcing category – from janitorial to production; from promotional products to stainless steel. Every supplier has one thing in common: they bring top quality and value to The Walt Disney Company and just happen to be a minority, woman, veteran or service disabled veteran-owned business.

The products and services that Disney requires to deliver on our mission are endless and dynamic. As our businesses change and grow with technology and consumer demands, so do our needs. The best way to help satisfy these ever-changing demands is to understand the different businesses that make us unique by reviewing our websites, reading our magazines, watching our shows and visiting our parks.

We're looking for suppliers that can help us anticipate our consumers' needs and continuously improve their experiences.

## What is an MWVBE (Minority, Woman, Veteran or Service-Disabled Veteran-Owned Enterprise)?



For purposes of the Program, we look for suppliers who have been certified by either [NMSDC](#), [WBENC](#) or [Department of Veterans Affairs](#) as minority, woman, veteran, service-disabled veteran owned enterprises. The following definitions apply:

1. "Minority Business" means (1) a sole proprietorship at least 51% owned by Minority Group Members, Veteran, Disabled Veteran, or women; (2) a publicly-owned business in which at least 51% of the stock is owned by Minority Group Members or women; (3) a subsidiary which is wholly owned by a parent corporation, but only if at least 51% of the voting stock of the parent corporation is owned by Minority Group Members or women; (4) a joint venture in which at least 51% of the joint venture's management and control and earnings are held by Minority Group Members or women; and (5) Minority Group Members or women who manage and control daily operations of the business.
2. "Management" means those persons actively involved in the day-to-day management of the business and not merely holding the designation of officers or directors.
3. "Control" means exercising the power to make policy decisions.
4. "Minority Group Members" mean citizens of the United States of America who are male or female African Americans, Hispanic Americans, Native Americans (American Indians, Eskimos, Aleuts, or Native Hawaiians), Asian Pacific Americans, and Subcontinent Asian Americans.
5. "Asian Pacific Americans" means persons with origins in Burma, Thailand, Malaysia, Indonesia, Singapore, Brunei, Japan, China, Taiwan, Laos, Cambodia, Vietnam, Korea, The Philippines, U.S. Territory of the Pacific Islands (Republic of Palau), Republic of the Marshall Islands, Federated State of Micronesia, the Commonwealth of the North Mariana Islands, Guam, Samoa, Macao, Fiji, Tonga, Kiribati, Tuvalu, or Nauru.



6. "Subcontinent Asian Americans" mean persons with origins in India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands, or Nepal.
7. "Veteran-Owned Business" means a small business that is at least 51% owned, operated and controlled by one or more veterans and certified by the Department of Veterans Affairs <http://www.VetBiz.gov> under Federal Regulation 38 CFR 74
8. "Service-Disabled Veteran-Owned Business" means a small business that is at least 51% owned, operated and controlled by one or more veterans with a service-connected disability and certified by the Department of Veterans Affairs <http://www.VetBiz.gov> under Federal Regulation 38 CFR 74
9. "Subcontract" includes the provision of any or all products and services (relative to providing) contracted for in the execution of the Agreement between Bidder and Disney.



## SUPPLIER DIVERSITY - EXISTING SUPPLIERS

### SECOND TIER REPORTING

The growth and development of a diverse supply base is a commitment that The Walt Disney Company and its affiliates regard as crucial to our continued success. The mutual futures of our prime supply partners and our companies depend on capturing and retaining the loyalty of growing diverse markets.

The prime supplier program ensures inclusion of diverse suppliers throughout the Disney supply chain while optimizing resources through second tier diverse spend reporting. Support from all of our prime suppliers is necessary for us to achieve our goals and objectives. Prime suppliers can [log in here](#) and report their spend with minority, woman, veteran - service disabled veteran-owned firms. Sourcing professionals throughout the enterprise can log on and get reports on the prime's activity at any time.

Is this the first time you need to enter your second tier reporting? Please [send us an email](#) to request access to The Walt Disney Company's second tier reporting tool.