

Jay Rasulo

Senior Executive Vice President, Chief Financial Officer

Jay Rasulo is Senior Executive Vice President and Chief Financial Officer for The Walt Disney Company and oversees the company's worldwide finance organization, corporate strategy and development, brand management, acquisitions, corporate alliances, investor relations, treasury and risk management activities, controller functions, information systems, corporate outreach, real estate and taxes. Mr. Rasulo began his current role on January 1, 2010.

Jay was most recently chairman of Walt Disney Parks and Resorts. Under Rasulo's leadership, Parks and Resorts has built on its traditional strengths as the world's preeminent theme park operator to create a range of businesses that have made Disney a global leader in the family vacation industry.

As part of this growth strategy, Rasulo has overseen a major expansion of Disney's California Adventure at Disneyland Resort, which culminates with the opening of *Cars Land* in 2012, and of Hong Kong Disneyland, where work is underway on the creation of three original new lands. He has also led negotiations with the Chinese government to begin development of a new theme park in Shanghai.

In addition to park expansion, Rasulo has been the principal architect of the growth of the award-winning Disney Cruise Line, which is currently adding two new ships, Disney Vacation Club and Adventures by Disney. Prior to becoming head of Disney Parks and Resorts in 2002, Rasulo greatly improved the operating performance of Disneyland Paris, now the number one tourist destination in Europe.

By emphasizing innovative marketing, strategic investment and financial discipline, Rasulo has also deftly managed the Parks and Resorts businesses through difficult periods, first as the unit's President after tourism plummeted globally in the wake of 9/11 and later as Chairman during the 2008-09 economic downturn. Throughout, he's been an important advocate for the tourism industry, serving as Chairman of the Travel Industry Association of America in 2006 and 2007. Rasulo was inducted into the Travel Industry Hall of Leaders in 2008.

Rasulo joined Disney in 1986 as Director, Strategic Planning and Development, advancing to more senior positions there, and later became Senior Vice President, Corporate Alliances. He then led Disney Regional Entertainment before moving to Paris as President, Euro Disney before eventually becoming its Chairman and CEO in 2000. A native New Yorker, Rasulo has a degree in economics from Columbia University and both an MA in economics and an MBA from the University of Chicago. Before joining Disney, he held positions with Chase Manhattan Bank and the Marriott Corp.