



Alannah Hall-Smith
Executive Vice President
Communications &
Public Affairs

As Executive Vice President, Communications and Public Affairs, Alannah Hall-Smith oversees the worldwide communications and positioning strategy for Disney Experiences, where she also serves on the Chairman's Executive Committee. Throughout her 30-plus year career, Hall-Smith has shaped communications for some of the world's most recognizable brands across business, technology and finance, and has spent the last 20 years in the media and entertainment sector with Disney. She is recognized for her experience in international markets, guiding teams and organizations through consequential moments of change, driving innovation and creativity in communications, and successful reputation building programs.

Under Hall-Smith's leadership, Disney Experiences' Communications and Public Affairs team manages a strategic mix of programs and plans that advance the business, enhance reputation, engage key stakeholders, and maintain relevancy with audiences around the world — helping ensure that the stories Disney tells about itself are as compelling as the ones it brings to life. Her global organization encompasses the full range of external communications functions, including public affairs, external communications, executive engagement, public relations, digital and social strategy, and creator and influencer engagement. Internally, her team also drives employee communications, communications events, and business-to-business programs.

Hall-Smith joined Disney in 2005 in Hong Kong as Vice President, Corporate Communications, Asia Pacific Region, overseeing the company's regional communications activities for business operations and strategic initiatives spanning 10 countries. She also led communications for Disney's M&A deals in the region, including the acquisition of Hungama in 2006 and a range of gaming and media acquisitions across China, India and Korea, and directed the corporate executive communications effort for the opening of Shanghai Disney Resort.

After living in Hong Kong for 20 years, she relocated to Shanghai in 2015, taking an increased focus on communications for Disney's operations in that market and expanding her overall scope as Vice President, Corporate Communications, Asia Pacific and Japan. She moved to California in 2018 upon assuming leadership of Communications and Public Affairs at Disney Experiences.

Prior to joining Disney, Hall-Smith held senior communications agency roles with Edelman and Fleishman Hillard and has an extensive communications background working with multinational clients including Microsoft, Xbox, Intel, Goldman Sachs, Starbucks, and Qantas/British Airways in the Asia region. Hall-Smith is native to Australia and holds a Bachelor of Commerce from Griffith University. She was also a Founding Board Member of Women Media Networks, a not-for-profit advancing professional support and leadership development for women in the field.