



Bruce Vaughn
President and
Chief Creative Officer
Walt Disney Imagineering

As President and Chief Creative Officer of Walt Disney Imagineering, Bruce Vaughn leads the global, multidisciplinary team behind the concept, design, and delivery of Disney's theme parks, attractions, resorts, cruise ships, and entertainment experiences. Collaborating with peers across Disney Experiences and the entire company, Vaughn focuses on innovative ways to transform Disney's extensive collection of beloved franchises, characters, and stories into groundbreaking immersive experiences that delight guests around the world.

Vaughn began at Imagineering in 1993 as a Senior Technical Specialist and went on to roles of increasing responsibility. Beyond his work at Imagineering, he has been involved in efforts across various divisions of Disney that include Consumer Products, Feature Animation, Location-Based Entertainment, Music, Television, and Theatrical. Vaughn departed Imagineering in 2016 to serve as CEO and CCO of Dreamscape Immersive, where he worked to advance virtual reality technologies to create an entirely new form of mainstream location-based entertainment. He later moved on to Airbnb, where he was Vice President, Experiential Creative Product, before rejoining Imagineering in 2023.

Prior to his original stint with Imagineering, Vaughn worked on the technical staff of Associates & Ferren, where he contributed to the development and execution of special effects for various media projects. He has received several screen credits for feature films, including *Star Trek V: The Final Frontier* (1989) and *Imposter* (2001). Vaughn also led Disney R&D teams that received awards from the Themed Entertainment Association for Pirates of the Caribbean: Battle for Buccaneer Gold, Stitch's Photo Phone, and Lucky the Dino.

Vaughn graduated from Colgate University with a degree in English literature and a minor in art history.

Walt Disney Imagineering embodies innovation, storytelling, and technical expertise to bring Disney stories, characters, and worlds to life, immersing guests around the globe in experiences that make memories of a lifetime. Imagineering's unique strength comes from the teamwork and syntheses of creative and technical professionals representing more than 100 diverse disciplines.