



Scott Hudgins
Executive Vice President
Commercial &
Marketing Strategy

As Executive Vice President of Commercial and Marketing Strategy for Disney Experiences, Scott Hudgins leads the team accountable for the strategy, planning and delivery of topline revenue growth for the Disney Experiences portfolio of theme park destinations and vacation experiences. He is also responsible for the oversight of related functions and decisions across marketing, sales, product and the planning experience for guests.

Hudgins brings more than 25 years of Disney experience and has led teams across every commercial function, including marketing, sales, revenue management, product and contact centers. As Senior Vice President, Commercial Strategy for Walt Disney World, he spearheaded the modernization of our commercial ecosystem—elevating our business model, reaching new audiences and simplifying the guest experience.

Prior to that, Hudgins led companywide initiatives focused on strengthening customer relationships and deepening engagement. Hudgins has also previously held leadership positions in brand management, strategic planning, customer relationship management and customer engagement.

Prior to joining Disney, Hudgins was a consultant with Andersen Consulting. He holds his MBA from the Kenan Flagler Business School, UNC Chapel Hill.