



Lisa Baldzicki

President

Disney Consumer Products

Lisa Baldzicki is President of Disney Consumer Products, the division of Disney Experiences that brings Disney's beloved brands and franchises into the daily lives of families and fans through products and experiences found around the world. The business spans licensed products, retail, and publishing, with a presence across Disney Parks, Disney Store locations and e-commerce, and local and international retailers—connecting consumers to Disney storytelling at every level of retail globally.

With a future-focused and data-driven approach, Baldzicki leads Disney Consumer Products at the intersection of creativity, innovation, and commerce—anticipating consumer trends, identifying white space opportunities, and delivering differentiated retail experiences across a diverse range of categories and channels. Her leadership emphasizes innovation at scale, disciplined growth, and the evolution of how consumers discover and engage with Disney brands globally.

Prior to assuming this role, Baldzicki served as Senior Vice President, Parks Product Development & Retail, where she defined the vision and business strategy for the product portfolio across U.S.-based parks and Disney Signature Experiences. In close partnership with site presidents, she drove growth, alignment, and disciplined prioritization across integrated retail experiences. Grounded in deep consumer insight, her merchandising perspective spans multiple retail formats and categories, shaping strategies across the full purchase lifecycle.

A global merchandising and retail senior executive, Baldzicki has successfully transformed businesses across U.S. and international wholesale, vertical retail, and hospitality environments. She has championed innovation and thoughtful risk taking to reshape organizational cultures and deliver sustained growth. Known for her collaborative leadership style, she fosters inclusive cultures grounded in trust, empowerment, and diversity, and is a recognized industry expert, public speaker, and spokesperson of choice.

Baldzicki holds a Bachelor of Fine Arts in Fashion Design and Merchandising from Belmont University's O'More College of Architecture and Design.