



# The **WALT DISNEY** Company Europe, Middle East & Africa

**Chiara Cipriani**  
**General Manager, Digital Direct to Consumer,**  
**Walt Disney International**

As General Manager for Digital Direct to Consumer, Chiara is responsible for managing the DisneyLife service, teams and P&L across Walt Disney International. She oversees strategy and direction in this evolving space ensuring Disney can leverage technology, platforms and partners to develop a close relationship with consumers connecting through Disney stories and characters.

She has been at the Company for 10 years and worked in the channels and online business, and more recently was VP of Digital Distribution in Media Distribution, EMEA, where she managed distribution of all video, games and apps, music, and books across the Disney portfolio of brands and the region.

Prior to joining Disney she worked for Sky UK in commercial development and was GM of Sky Music Channels. She was also founder and director of The Poker Channel and worked in both management consultancy at Deloitte and banking at JP Morgan.

Chiara holds a degree in Engineering Mathematics and a Masters in Non-linear Dynamics and Chaos Theory.