



The **WALT DISNEY** Company

Europe, Middle East & Africa

Hélène Etzi
Head of Integrated Media Content & Platforms,
Walt Disney International

Hélène is responsible for Disney's cross-platform content strategy, from digital content to television product; channel transformation, content management/programming and content publishing. This role is in addition to her EMEA role as Senior Vice-President & General Manager Disney Channels EMEA, which she was promoted to in September 2014. Hélène also retains her previous position of Vice-President & General Manager of Disney Channels France, and has done so since March 2008.

Hélène's responsibilities include the digital development of Disney branded channels by creating new experiences on all the platforms, consolidating Disney Channels' audience leadership throughout EMEA and increasing the creative local production of new content and the emergence of local talent. During Hélène's tenure, Disney Channel has driven pay TV channels' ratings since 2011, and Disney Channels France won prestigious industry honours, including a Gold and Silver Promax in 2014.

Hélène's role as Senior Vice-President & General Manager Disney Channels EMEA includes overseeing Disney branded television channels accessible in EMEA territories, a portfolio of more than 61 entertainment channels or channel feeds available in 117 countries in 22 languages, She leads the EMEA and French teams in charge of programming, production and acquisitions, marketing and operations.

Before joining Disney Channels, Hélène was Director of Sales and Marketing at Easynet, the English Internet Service Provider and worked many years for the leading Telco Orange. Hélène holds a Masters in Marketing and Communication from the highly reputed French School "Celsa" and also graduated from the Business School "ESC Clermont".