



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

Katarzyna Westermark
Country Manager,
The Walt Disney Company, Central and Eastern Europe

As Senior Vice President & Regional Manager of The Walt Disney Company for Central and Eastern Europe since 2011, Katarzyna (Kasia) is responsible for all of The Walt Disney Company's business activities in the region. This includes Motion Pictures, Consumer Products, Disney Channels, Retail operations and Media distribution.

In 2009, Kasia was appointed to the newly formed leadership role of Country Manager for Central and Eastern Europe; a region that comprises 16 countries with offices in Warsaw, Prague and Budapest. Prior to this, Kasia was Managing Director of The Walt Disney Company Poland, establishing Disney's first Polish headquarters in 2003.

Kasia joined The Walt Disney Company in 1993 as Marketing Director for Consumer Products, based at the company's Polish representative office, and has held a number of roles within Poland.

Kasia previously headed Egmont Polska Publishing House in Poland. Previous to this, she held a number of senior positions in licensing and publishing.