



# The **WALT DISNEY** Company

## Europe, Middle East & Africa

**Simon Amselem**  
**Country General Manager,**  
**The Walt Disney Company Spain and Portugal**

Simon Amselem leads the integrated organisation and has full responsibility for all Disney activities in both countries. Under his leadership, the Company has significantly increased efficiency and delivered substantial growth in this region.

Since joining Disney in 1996, Simon has held a number of senior positions within The Walt Disney Company in three different countries.

During 2008 and 2009 in London, he was Senior Vice-President Channel and Sports Distribution Europe, Middle East & Africa (EMEA), leading the team in charge of managing platform relationships and conducting carriage deal negotiations for Disney and ESPN television channels in EMEA. In this role, he led the negotiations regarding the re-branding of Jetix into Disney Channel or Disney XD across the region and the launch of Disney Channel in various countries such as Netherlands and Greece, among other projects.

Between 2005 and 2008, as Senior Vice-President and Managing Director Disney Television France, he was responsible for operating and distributing Disney Channels in French-speaking territories.

In 1997, he was appointed Vice-President and Managing Director Disney Branded Television Iberia; in this role, he managed the launch of Disney Channel Spain in 1998 and then the launches of Playhouse Disney and Toon Disney in Spain and Disney Channel Portugal in 2001. He was promoted to Senior Vice President in 2002.

Simon joined Disney from Capital Cities / ABC, where he was Vice-President European Operations ABC Cable and International Broadcast during 1995 and 1996. Prior to this, he was a founding partner of the consulting and investment company Iberacción, S.A. in Madrid (1989-1995) and had worked for two years as a Corporate Finance Associate at Shearson Lehman Brothers in New York City, after obtaining an MBA from Columbia University Graduate School of Business in 1987.

Simon is fluent in four languages (English, Spanish, French and Portuguese).