



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

**Casper Bjørner**  
**Country Manager,**  
**The Walt Disney Company Nordic**

Casper Bjørner was named Country Manager of The Walt Disney Company – Nordic on November 1st 2009. He currently oversees the company's engagement in filmed entertainment, media networks and consumer products across Sweden, Norway, Denmark, Finland, Iceland and the Baltics. Apart from the overall business operations, Casper specialises in franchise development, creative distribution solutions and new media.

Casper came to The Walt Disney Company in 2003 to serve as Marketing Director for Disney Channel in the UK, Scandinavia and emerging markets.

Prior to joining The Walt Disney Company, Casper served as Marketing Director of TvDanmark 1&2, a part of the Danish division of SBS Broadcasting Group, one of Europe's leading networks for commercial radio and tv broadcasting. During his career, he has also worked as the Nordic Label Manager for Columbia Tristar at Nordisk Film, a Scandinavian media company within the Egmont Group, one of the region's largest media groups.

Casper holds a Bachelor's degree in Business from the Copenhagen Business School.