



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

**Simon Bailey**  
**Chief Financial Officer,**  
**The Walt Disney Company EMEA**

As Chief Financial Officer for The Walt Disney Company EMEA, Simon is responsible for all the financial functions across the region leading the local market and regional CFOs across commercial finance, financial planning and analysis, shared accounting services and controllership, cost management and tax services. In addition, Simon plays a key role in identifying and analysing new business opportunities, driving efficiencies and working with the EMEA Management team in pursuing sustainable and profitable growth.

Simon began his Disney career in 1995 as the UK Controller for TWDC Ltd, and then progressed through a succession of roles for Disney Channel UK & EMEA covering production finance, commercial deal negotiation, general management, business operations and finance. Simon was part of the management team that launched and expanded the reach of numerous channels across the EMEA region and also managed the integration of the Disney Channels and the Jetix TV businesses which Disney acquired in 2008. Immediately before his current role, Simon was the CFO for TWDC UK and Ireland, and in addition led EMEA Finance for Disney's interactive businesses, for the EMEA Music Group, and DisneyLife, for which he was a founder member.

Simon is qualified as a Chartered Accountant with KPMG in London, where he worked on a number of Media & Entertainment clients, and is an Economics graduate from the University of Exeter.