



The **WALT DISNEY** Company

**Jennifer Cohen**  
**Executive Vice President, Corporate Social Responsibility**  
**The Walt Disney Company**

Jennifer Cohen is Executive Vice President, Corporate Social Responsibility for The Walt Disney Company. In this role, Ms. Cohen oversees the Company's global Corporate Social Responsibility (CSR) and Environmental, Social and Governance (ESG) work, building on Disney's long legacy of operating as an honorable and socially responsible company. Ms. Cohen leads a team that works collaboratively across the enterprise to create and implement innovative initiatives and programs that positively impact our communities, consumers, employees and the environment. Ms. Cohen also manages reporting of ESG metrics to provide transparent disclosure on the Company's progress in priority areas. As an inaugural member of the Company's CEO Diversity & Inclusion Council, Ms. Cohen is also active in developing and implementing company-wide initiatives that promote a representative and truly inclusive culture.

From 2013-2021, Ms. Cohen served as Senior Vice President, Brand, Franchise and Customer Relationship Management (CRM) and was responsible for stewarding the expansion of the Company's brands and major character franchises, developing growth strategies informed by global consumer insights, spearheading the deployment of customer data, and overseeing customer loyalty strategies and programs. Previously, she led the Company's enterprise CRM team, where she developed and implemented strategies to cultivate stronger relationships with Disney's fans and best customers. From 2002-2003, Ms. Cohen served as Vice President, Strategic Planning and New Business Development, after serving as a Director in the department from 2001-2002.

Ms. Cohen first joined Disney in 1992 as an Analyst in Strategic Planning and New Business Development, where she worked until 1995. Before returning to Disney in 2001, she served as Vice President of Marketing at [iexchange.com](http://iexchange.com), Senior Manager of Strategic Planning at Starwood Hotels & Resorts Worldwide, and Director of Marketing at Pacific Theaters.

Ms. Cohen has a degree in economics from Stanford University and received her MBA from Harvard Business School.