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Disney: Bob Iger

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Bob Iger

The Walt Disney Company: Allie Rose

Personal History

- **Born in 1951 NY**
- **Ithaca college BA Magna Cum Laude**
- **Married twice, 4 kids**
- **Weatherman Ithaca NY**
- **ABC Studio supervisor 74**
- **ABC president and chief operation officer**
- **Disney 1994 chair ABC, President 2000 and to be CEO from 2005 on**

Risk taken

- **Acquired Dream job and then left it at 23**
- **Bought three major companies within seven years**
- **Excelled The Walt Disney Company into the technological age**
- **For the future battles Disney as of now had a bid for 21 century Fox**

“The riskiest thing Disney can do is maintain status quo” – Bob Iger

Management philosophy

- **Generate best creative content possible**
- **Fostering innovation and always using the latest technology**
- **Expanding into new markets and around the world**
- **Strategic and Authentic leadership style**

Achievements

- **“25 most powerful people in business” - Fortune magazine 2006-2007**
- **“CEO of the Year” - Marketwatch 2006**
- **“Top Gun CEO” – Forbes 2009**
- **“Best CEO” – Institutional Investor Magazine 2008-2011**
- **“CEO of the Year” - Chief Executer Magazine 2014**
- **American Academy of Arts and Sciences**
- **Broadcasting and Cable Hall of Fame**
- **Toy Industry Hall of Fame**

- **Double the companies profits in eleven years**

Business Model

- **Vertical Integration**
 - **Content production – Disney movies, 21 Century Fox, Marvel, Studios**
 - **First run distribution – TV networks (ABC, ESPN, Disney channel, Disney XD, FreeForm ... Etc)**
 - **Rerun distribution – Buena vista, Disney app (TV syndication)**
 - **Retail store merchandise – Disney Stores, Disney toys, Disney lifestyle**
 - **Tourism – Theme parks, Cruise lines, Private islands**
- **Always embrace new technology**
- **“Do something so good they will want to come back and bring their friends” - Walt Disney**
- **Expand, and include everyone, everywhere**

Milestones

- **CEO within five years of working for the company**
 - **1996 – chairman of Disney owned ABC**
 - **1999 – President of Walt Disney international**
 - **2000 – President of Walt Disney and Chief operation officer**
 - **2005 – Chief Executive Advisor of The Walt Disney Company**
- **Expansion immediately**
 - **2005 – Resort expansion in Hong Kong**
 - **2006 – Purchased Pixar media for 7.6 Billion dollars**
 - **2009 – Purchased Marvel Entertainment for 4 Billion dollars**
 - **2012 – Purchased Lucas Film (Star Wars and Indiana Jones) for 4.06 Billion dollars**
 - **2016 – Shanghai Disney resort opened**
 - **2017 – Bid for 21st century Fox for 52.4 Billion dollars**
- **Reinstated and prolonged as the CEO, from request of the board of directors two times now and possibly a third in June 2018. Retirement or prolonged CEO?**

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