



The **WALT DISNEY** Company UK & Ireland

Simon Amselem
Senior Vice President, Country Manager Spain, Portugal, Greece, Israel,
Middle East & Africa

Simon was appointed Country Manager Spain & Portugal in 2010, and expanded his remit to include Africa in 2020, as well as Greece, Israel and the Middle East in 2023. He currently leads all Disney Entertainment and Sports activities in these regions, with a particular focus on Disney+ growth. In 2024 he was appointed the interim DTC lead for EMEA, in addition to his existing responsibilities.

Simon joined Disney in 1995 in Business Development. Since then, he has held a wide range of content, distribution and business leadership roles at The Walt Disney Company across EMEA. Prior to this, he co-founded and managed an investment and consulting firm for six years in Madrid, and previously spent two years at Shearson Lehman Brothers in New York as a Corporate Finance Associate.