



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

**DEBORAH ARMSTRONG**

**Senior Vice President, General Manager Media Networks and Advertising, The Walt Disney Company Europe, Middle East and Africa (EMEA)  
& Country Manager UK & Ireland**

Deborah Armstrong was appointed as Senior Vice President, General Manager Media Networks and Advertising EMEA and Country Manager UK & Ireland in 2021. Deborah leads on the management of Disney's media networks across EMEA, as well as advertising sales and partnerships, including for Disney+. As Country Manager, Deborah has responsibility for all Disney's UK and Irish businesses and activities.

Prior to this role, Deborah joined The Walt Disney Company following the acquisition of 21<sup>st</sup> Century Fox following a tenure of 22 years in which she held a variety of leadership roles. Deborah started her career in roles at M&C Saatchi and Leo Burnett before joining CNBC & NBC in 2002.