



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

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Deborah Armstrong is Senior Vice President, Disney Advertising EMEA and Country Manager UK & Ireland. Deborah leads on advertising sales & brand partnerships within EMEA for the Networks and Direct-To-Consumer business. As Country Manager, Deborah has responsibility for all Disney's UK and Irish businesses and activities.

Deborah joined The Walt Disney Company following the acquisition of 21st Century Fox after a tenure of 22 years in which she held a variety of leadership roles in EMEA and Asia Pacific. Prior to 21st Century Fox, Deborah was Head of Sales Marketing & Research at CNBC Asia and Media Director at both Leo Burnett and M&C Saatchi.