



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

Luke Bradley-Jones

***SENIOR VICE PRESIDENT, GENERAL MANAGER, DIRECT TO CONSUMER, THE WALT DISNEY
COMPANY EUROPE, MIDDLE EAST AND AFRICA (EMEA)***

Luke Bradley-Jones was appointed General Manager, Direct to Consumer (DTC) EMEA in 2020. In this role, Luke is responsible for Disney+ across the region and the ongoing strategy, operations, and commercial performance of Disney's DTC business.

Prior to this role, Luke was Chief Marketing Officer at Sky, where he was responsible for go-to-market strategy across Sky's TV, broadband and mobile businesses.

Before joining Sky, Luke spent five years at BBC Studios, where he was Managing Director of BBC.com and Global iPlayer.