



Lauren Morrissey, SVP, Platform Distribution Sales, The Walt Disney Company

Lauren Morrissey is Senior Vice President of Platform Distribution Sales at The Walt Disney Company (TWDC). In this role, Lauren negotiates key licensing agreements on behalf of the company across a wide array of media platforms and businesses including domestic multichannel subscription distribution and global direct-to-consumer platforms. Among these substantial high-profile agreements managed by her teams are pay-tv and direct-to-consumer app distribution with digital aggregators, MVPDs, devices, wireless providers, social media applications, and in-home transactional content platforms. She also pursues and negotiates wholesale marketing partnerships for the company's direct-to-consumer streaming services. Lauren's current roster of key accounts that she manages on behalf of the company include Charter, Comcast, Roku, Samsung, American Express, and Meta, to name a few. Since joining the company in 2004, Lauren has held positions on the national ad sales, digital distribution, affiliate field sales, and national accounts teams. She began her career in media as a sales associate with book publisher Penguin Group USA. Lauren is a graduate of the University of Virginia with a Bachelor's degree in Religious Studies.