



Susan S. McLain
Senior Vice President, Global Product Marketing and Distribution
Walt Disney Studios

As Senior Vice President, Global Product Marketing and Distribution, Walt Disney Studios Distribution, Susan McLain oversees the in-home release plans for all of the Studios' new feature film releases and catalog from Disney Feature Animation, Disney*Pixar, DisneyToon Studios, Disney Live Action, Marvel, Dreamworks and Lucasfilm. In this post, Susan drives marketing strategies for physical and digital distribution as well as cross brand strategies including Blu-ray, Disney Movies Anywhere marketing, and international. Among her many other duties, she represents the Studios' interests at the Digital Entertainment Group (DEG).

During her 17-year tenure at The Walt Disney Company, Susan served as General Manager for the Baby Einstein business where she oversaw brand strategy and consumer marketing as well as product development for licensed merchandise, DVDs and music. Additionally, she has been instrumental in the launch of some of the most successful Disney Video Premiere releases of all-time.

Susan joined the home entertainment division in 1998 as a Manager of Brand Marketing and Product Management and through a series of promotions was elevated to her current position. Previously, she held marketing positions at TBWA Chiat/Day, G2 Advertising, McCann Erickson and Gemstar Corporation.

A board member for the charitable organization K.I.D.S./Fashion Delivers, McLain holds a Bachelor's degree in Journalism with a Sociology Minor from San Diego State University as well as a certification in Advanced Advertising Studies from Loyola Marymount University.