

Disney Consumer Products and Interactive Media

Kyle Laughlin **Senior Vice President, Games & Apps and Labs**

As senior vice president of Disney Consumer Products and Interactive Media's Games & Apps business unit, Laughlin oversees all strategy, management, and operations for DCPI's mobile apps and licensed console games. Laughlin also leads DCPI Labs, an organization devoted to innovation and the creation of next-generation consumer technology and digital experience and new business models across product categories.

DCPI Labs is also home to The Muppets Studio. Under Laughlin's leadership, The Muppets Studio has expanded the franchise and its content beyond films to digital platforms, short-form content, television shows, and additional opportunities that draw new audiences to the beloved characters. Laughlin's team was also responsible for the new Disney.com entertainment destination, which transformed the way Disney fans watch, play, create, and discover Disney online.

Prior to joining Disney in 2011, Laughlin served as general manager for Yahoo Sports & Games, where he led all programming, content, and business strategy. Laughlin joined Yahoo in 2007 and quickly rose to the top leadership position for the business unit from director of product management for Yahoo Games. As the product lead, he developed a unified casual and video game product organization, growing the audience, and improving monetization of its existing interactive products. Before Yahoo, Laughlin held several positions with top technology companies and consultancies.

A Chicago native, Laughlin graduated from the University of Arizona with a Bachelor of Science degree in Management Information Systems.