



Five Things to Know About

Kareem Daniel

Chairman of Disney Media
and Entertainment Distribution

Kareem Daniel has been elected to the McDonald's Board of Directors.



For nearly 70 years, McDonald's has been one of the most iconic brands, and I admire their ability to create enduring connections with billions of customers around the world. I look forward to working with the Board as McDonald's continues its focus on innovating the consumer experience.”

— Kareem Daniel

- 01 He values the customer experience and understands how to meet their evolving preferences.** In over 15 years at Disney, Kareem has worked across the Company, bringing a deep knowledge of consumers' needs – and a focus on addressing them – to leadership roles at Consumer Products, Games, and Publishing; Walt Disney Imagineering; Walt Disney Studios; and Corporate Strategy. Today, as Chairman of Disney Media and Entertainment Distribution, Kareem uses this understanding of the consumer to deliver audiences the films and series they love in the ever-changing ways they prefer to view content.
- 02 He has a proven track record of growing new platforms while simultaneously successfully leading traditional businesses.** In the two years since Disney Media and Entertainment Distribution was created, Kareem has led the organization in growing the Company's streaming services – expanding the number of Disney+, Hulu and ESPN+ subscriptions – while maintaining the strength of Disney's traditional media businesses.
- 03 He recognizes the importance of business transformation, particularly in the digital and emerging technologies spaces.** As President of Operations at Walt Disney Imagineering, Kareem helped translate some of the best-known brands in the world into technologically advanced immersive experiences at Disney's Parks and Resorts, including *Star Wars: Galaxy's Edge* and *Avengers Campus*. He also served as President of Consumer Products, Games, and Publishing, where he grew Disney's direct-to-consumer e-commerce business, managed the global consumer products licensing organization, and oversaw its digital and mobile games business.
- 04 As a leader, he is passionate about ensuring a strong organizational culture that places people first and emphasizes collaboration and inclusion.** Kareem has prioritized career development for employees, implementing networking and mentoring programs, and has created the Disney Media and Entertainment Distribution's Executive DE&I Council to drive accountability and results in the important area of inclusion.
- 05 He believes in the strength of the McDonald's brand and its connection with customers.** Throughout his career at The Walt Disney Company, Kareem has created and implemented innovative strategies to drive its businesses forward by best serving consumers globally and growing Disney's brands. He is excited about the opportunity to contribute to McDonald's success through his role on the Board.

