



Barbara Bouza, FAIA

Former President, Walt Disney Imagineering
The Walt Disney Company

As President, Walt Disney Imagineering, Barbara Bouza led the global multidisciplinary organization behind the creation of Disney theme parks, attractions, resorts, cruise ships and entertainment experiences worldwide.

In this role Barbara reported directly to the chairman of the Disney Experiences segment and worked with the CEO of The Walt Disney Company. Known for inspiring a people-first culture she drove over \$15 billion in project design and delivery while leading business operations and strategy as she partnered with Disney global park presidents and business units. Responsibilities included collaborating with the Walt Disney Imagineering chief creative officer and chief financial officer as she oversaw the Imagineering annual operating plan, long-term capital planning, and P/L which consists of research & development, technology, ideation development and master planning. This P/L is not reported separately and is confidential.

Since joining The Walt Disney Company in 2020, Barbara transformed the Imagineering organization from a period of unprecedented global impacts, including the Covid-19 pandemic, business disruptions, talent reductions, market hyperinflation, and political crosshairs, to time of tremendous growth and innovation. Despite these challenges, Barbara's team delivered some of the most impactful projects in the history of The Walt Disney Company across Asia, Europe and the United States. This work has fueled the "turbocharged" growth through \$60-billion of capital investment over the next 10 years.

Prior to being recruited by Disney, Barbara served as Co-Managing Director, Principal, for the Los Angeles office of Gensler, the largest architectural design firm in the world with over 50 offices. Gensler Los Angeles was consistently ranked the #1 Architecture Firm and #1 Commercial Interior Design Firm by the LA Business Journal through Barbara's tenure. With experience across multiple leadership roles during her 18 years with Gensler, she developed global accounts with clients such as Netflix, Sony, JPL/NASA, Amgen and City of Hope. With over 30 years of experience, Barbara's career is set apart through design excellence by her work with renowned architects, Sir Norman Foster, Thom Mayne and the late I.M Pei. Barbara is a Fellow of the American Institute of Architects (AIA), the highest membership honor, and was elected 2019 AIA Los Angeles President.

Barbara's board engagement spans from directly presenting to **The Walt Disney Company** Board of Directors, to board membership for non-profit organizations. Barbara served on the board of **Imagine LA**, a leading non-profit dedicated to mobilizing the community to end the cycle of family homelessness and poverty. She leveraged her expertise in real estate capital development and talent / human resources engagement. Active in the design and construction sectors, Barbara was the founding president and member of the board of **Architecture for Communities Los Angeles**. Her leadership has included board service for **AIA Los Angeles**, **AIA California** and the **International Interior Design Association** Southern California Chapter. Additional participation has included the **City of Hope** Los Angeles Real Estate & Construction Industries Council, **National Organization of Minority Architects**, **Women Presidents Organization**, **Dress for Success** Corporate Council and **5050 Women on Boards**.

Barbara was recognized by The Los Angeles Business Journal as Executive of the Year: "Women Making a Difference" and was named by Real Estate Forum magazine a Woman of Influence: California. Through her impact in design and technology, Barbara was awarded the 2022 Distinguished Leader Award by the New York Hall of Science (NYSCI). As an honoree for Girl's Inc, her passion aligns with their goal of building a new generation of strong, smart, and bold leaders. Barbara holds a Bachelor of Architecture degree from California State Polytechnic University, Pomona, and was awarded their Tau Sigma Delta Silver Honor in 2021. She studied in the Graduate Diploma Program at the Architectural Association in London, U.K. and resides in Los Angeles, California.

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