

# THE WALT DISNEY COMPANY



## NITZAN KATZ, VICE PRESIDENT TECHNOLOGY

Katz is responsible for designing, developing, and operating technological solutions and applications utilized in Disney Digital experiences—including mobile, gaming, and interactive media. Since joining the company in 2011, the VP has been leading and shaping the platform services group that has successfully developed and implemented large-scale technology solutions introduced and utilized across The Walt Disney Company. These solutions include mobile ad network, social network, open graph service, personalization, and content management systems.



From classic animated features and exhilarating theme park attractions to cutting edge sports coverage, and the hottest shows on television, The Walt Disney Company has been making magic since 1923, creating unforgettable stories that connect with audiences around the world. And we're just getting started! The key to our success.... The Cast, Crew, Imagineers and Employees who honor Disney's rich legacy by stretching the bounds of imagination to create the never-before-seen, bringing unparalleled entertainment experiences to people of all ages.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Support our lines of business and their individual goals and strategies. Innovate across our technology platforms and experiences. Continue to invest in a culture of learning, mobility, and experimentation.

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

It is a broad mix of homegrown, open source, and licensed technology that supports digital publishing, distribution, eCommerce, and more.

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

150

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$10 to \$25 million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Retail Tech Transformation. To transform and modernize the retail stack and thereby our capabilities at the tech and business level without disrupting the day-to-day success of the retail business and without significant incremental investment.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Change management as we disrupt and shake up a long-standing, stable organization. Coordination across a complex set of sub-projects.

### WHAT 3RD PARTIES ARE YOU LOOKING TO MEET?

I'm curious to hear more from other media companies and omni-channel retailers struggling with the same technology issues and learn from their successes, misses, and overall experiences. I'm equally interested in talking to companies and executives moving the needle with respect to diversity in technology.

**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance:**

**A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Using Mobile And Web Apps To Reach Customers And Service Enterprise Needs	C
Controlling Software Development Costs And Improving Delivery Quality	D
Security Intelligence Services	E
Continuous Automation For Infrastructure, Applications, And Compliance To Increase Speed And Reduce Risk	E
Evolving Data Center Architectures To Enable Digital Transformation	E
Achieving Security Risk And Compliance In DevOps Environments	E
Cloud/Containerization Strategy	E
Transforming Business Processes Using Cognitive Automation And Augmented Intelligence (AI)	A
Smartdata As The New Perimeter	C
Using Data-Driven Insights To Deepen Customer Engagement	B
Maximizing Your Revenue Ecosystem: Decisive Platform Modernization & Data Monetization	A
Detect And Respond To Cybersecurity With Endpoint Visibility And Control	E
Utilize Agility And Patented Automation To Transform Enterprise Workloads To The Cloud	E
Commerce Anywhere	A
Identity Access Management	E
Cloud Unified Communications In The Enterprise	E
Enterprise Agility Through Rapid Prototype Design And Development	D
Accelerate Your Digital Transformation While Cutting Costs By 75%	D
Leveraging AI To Make The Right Decisions In Real Time	A
Blockchain And Its Impact On Digital Transformation	C
Talent Engagement And Executive Search Strategy	D
Ransomware- The Newest Threat That Isn't Going Away	E
Enhancing Threat Detection And Prevention Tool In Era Of Cyber Risk	E