

Corporate Responsibility Challenges of the Global Leader in Licensing

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Program Description:

Disney once again topped the 100 Global Licensor list with \$30B in sales in 2009. It falls to their International Labor Standards (ILS) group, who maintains a dedicated staff of approximately 70 in 10 countries, to promote Code of Conduct integration within Disney's global and functional operations. During this panel Disney will share insights from Corporate ILS, Sourcing & Procurement and their China ILS team to provide a first-hand perspective on issues being faced by global manufacturers.

Soo-Ah Landa is the Vice-President of Global Merchandise Sourcing and Technical Design for Disney Theme Parks and Resorts. Disney Theme Parks & Resorts operates theme parks located in Orlando, Los Angeles, Paris, Tokyo and Hong Kong, in addition to Disney Cruise Line, Adventures by Disney, and Disney Vacation Club resort properties around the world. Landa joined Disney in 2008, and brings extensive retail and other multi-disciplinary expertise to Disney. Most recently, she served as Director of Sourcing for Pottery Barn Kids and pbteen, based in San Francisco. As the founder and managing partner of an online retail company, bluerice.com, Landa spearheaded all product development, sourcing and creative design.

Landa's professional background also includes serving as a management consultant with A.T.Kearney in their New York and Hong Kong offices, advising clients in consumer goods and financial services industries around the globe. She was also an investment banker with Goldman, Sachs & Co. in New York. She graduated from the Massachusetts Institute of Technology.