

Hans van Rijn, Senior Vice President and Country Manager, Nordics and Baltics, The Walt Disney Company.

Hans van Rijn was appointed Senior Vice President and Country Manager, Nordics in April 2019 at The Walt Disney Company. In January 2020 responsibilities for Baltics were added. Mr. van Rijn is responsible for all lines of business in the region for the Walt Disney Company, which includes the three main business areas Disney Media, Disney Studios and Disney Consumer Products, Gaming and Publishing. He oversees all businesses and staff located in the four Nordic countries, in addition to leading operations in the Baltics.

Hans joined the Walt Disney Company following the acquisition of 21st Century Fox, where he was GM for the Nordic region of the Fox Networks Group (FNG). Since joining Fox Networks Group in 2017, he has been a driving force behind new, groundbreaking partnerships in the region including the launch of a new streaming and TV service in Denmark with YouSee, the consolidation of the Finnish TV advertising market with Sanoma Media, becoming the strategic partner of Nordic Entertainment Group and the roll out of FOX+, National Geographic+, the National Geographic free-to-air channel in Finland and the Xee brand in Denmark.

Following the acquisition of 20th Century FOX, first part of his tenure was focused on the integration of the FOX companies (20th Century FOX, 20th Century Fox Home Entertainment, Fox Networks Group) into The Walt Disney Company, including restructuring, introducing and implementing a brand new organization and new joint strategy. This also included navigating a new organization and the various lines of business through the impacts and challenges of COVID19. Hans has also been central in repointing the focus towards digital in several areas, including the launch of Disney+, e-commerce and digital transactional.

Prior to joining FNG, Hans held the role as Vice President, Global Digital Strategy and Business Development for Discovery Networks International across its five regional operations in Europe, Middle East, Africa; Latin America/US Hispanic and Asia-Pacific. Previously, Hans also worked as Nordic Director, Business Development & Digital Media at SBS Broadcasting, where he built the digital

business of SBS Media with its portfolio of market leading TV and Radio brands in the Nordics. He was also part of the SBS Nordic management team that secured the sale of the Nordic operation to Discovery Inc.

He has also held positions at SBS Radio (Group Programme & Marketing Director, Nordics & CEE) and ProSiebenSat.1 Media (Group Programme & Marketing Director – Music TV).

Throughout his career, Hans has achieved multiple successes in the audio and video landscape including leading roles in devising and executing user-centric products in OTT, audio streaming, TV and radio across Europe, including Dplay from Discovery and Radio Play, the biggest radio streaming platform in the Nordics.