



GORDON K. HO

Principal GKH Media

**Former EVP Marketing at Walt Disney Studios Home
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Gordon is the former Executive Vice President of Product Management, Marketing and Business Development at Walt Disney Studios Home Entertainment and is the principal of GKH Media, an entertainment & technology consultancy. Gordon currently works as CMO of *24/7 Card* and is on the Advisory Boards for several start-ups including *MyMovieDeals*, a deals platform for movies, *i.TV*, the leading tv program guide and social platform for smart phones, and *Simulmedia*, a targeted tv ad service.

At Disney, Gordon conceived and created their \$3B direct-to-video category and launched some of the most successful campaigns for *The Lion King*, *Toy Story*, and *Pirates of the Caribbean*. As business development head, Gordon oversaw Disney's digital marketing and content strategies. His team created the industry's #1 CRM loyalty program, *Disney Movie Rewards*, and the #1 paid subscription program, *Disney Movie Club*.

Gordon also drove the development of global transmedia franchise strategies within his division, leading content franchise initiatives around Disney's *Fairies* featuring *Tinkerbell*, *Winnie the Pooh*, *High School Musical* and *ABC's LOST*. At *Disney Interactive*, Gordon managed the marketing & distribution efforts of Disney's videogame products, including the launch of Disney's line of adventure games. Gordon also led *Disney Studio's* environmental efforts as member of *Disney's Executive Environmental Council*.

Previously, Gordon held positions in **Hewlett Packard** and **Leo Burnett** advertising. Gordon holds an MBA from the **J.L. Kellogg School of Management** at Northwestern University and a B.S. in Industrial Engineering from **Stanford University**. Gordon also serves on the Board of CAPE, the Coalition of Asian Pacifics in Entertainment, and on Promax|BDA, the leading tv marketing organization, as Chair of their Research Committee.