

Name _____



Bob Iger: The Magic Behind Disney's Success

Bob Iger is a name that's synonymous with magic, but not the kind you find in fairy tales. He's the man who made Disney's dreams come true, and his own life story is nothing short of enchanting. Let's take a journey into the extraordinary world of Bob Iger.

From a young age, Bob Iger dreamed of working for Disney. He was captivated by the

magic of Disney's movies and theme parks. Little did he know that his childhood dream would one day

become a reality.

Bob's journey in the entertainment industry began at ABC, where he worked his way up from a low-level job to become the president of the network. His dedication and vision set the stage for his future success.

In 2005, Bob Iger became the CEO of The Walt Disney Company. Under his leadership, Disney acquired Pixar, Marvel, and Lucasfilm, bringing beloved characters like Woody, Iron Man, and Luke Skywalker into the Disney family. It was a move that would reshape the entertainment world.

During Bob's tenure, Disney's animated films experienced a renaissance. Hits like "Frozen," "Moana," and "Zootopia" captured the hearts of audiences worldwide, proving that the magic of Disney was alive and well.

Bob Iger saw the future of entertainment and led Disney into the streaming era with Disney+. The streaming service quickly became a household name, offering a treasure trove of Disney classics and original content.

Bob Iger's leadership was marked by innovation and bold decisions. He oversaw the expansion of Disney's theme parks, the acquisition of 21st Century Fox, and the opening of Star Wars: Galaxy's Edge, allowing fans to step into the Star Wars universe.

Today, Bob Iger's legacy lives on, and the magic of Disney continues to enchant audiences of all ages. His story is a testament to following your dreams, making bold moves, and believing in the power of imagination.