

Name _____

Bob Iger: The Magic Behind Disney's Success

Short Answer Key

1. Bob Iger's childhood dream of working for Disney was inspired by his fascination with Disney's movies and theme parks, which he found magical and enchanting.
2. Bob Iger started his career in the entertainment industry at ABC and eventually became the president of the network.
3. Under Bob Iger's leadership, Disney made major acquisitions, including Pixar, Marvel, and Lucasfilm. These acquisitions brought beloved characters and franchises into the Disney family and expanded Disney's entertainment portfolio.
4. Under Bob Iger's leadership, Disney launched Disney+, a popular streaming service that offers Disney classics and original content.
5. Bob Iger oversaw the expansion of Disney's theme parks and the opening of Star Wars: Galaxy's Edge, allowing fans to experience the Star Wars universe.

