



# Walt Disney International

Europe, Middle East & Africa

**Stephen Knight**  
Senior Vice President, Marketing & Brand Management

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Richard Wyatt-Haines  
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Dear Richard

I'd like to take this opportunity to thank you for your expertise over the past year.

With your input, our regional and local teams have become a more cohesive unit and now communicate more effectively with each other and our many stakeholders.

We also now have a set of clear strategic objectives which have been embraced by all team members, from PAs to Country Managers. Whilst our strategy necessitated change on our part, the need was recognised by team members and implemented accordingly. Each team member understands their role and responsibilities for ensuring our agreed objectives are met.

The introduction of stakeholder management and a new approach to performance measurement will, I believe, benefit The Walt Disney Company for many years to come.

Many thanks again,

Best wishes

**Stephen Knight**  
*SVP, Marketing and Brand Management*  
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