

**Edward Borgerding**  
**CEO, Abu Dhabi Media Company**

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A veteran media professional with extensive experience in managing and operating international media companies, Edward Borgerding joined ADMC in 2007 as CEO.

Prior to joining ADMC, Borgerding was Executive Vice-President of Walt Disney International in Hong Kong. During his tenure, Borgerding oversaw the operating units of the Walt Disney Company in the Asia Pacific region, including India and the Middle East. This included activities related to television, home video, consumer products, internet, theatrical distribution and Disney Channels.

Borgerding has also produced, 'Wolverine and the X-Men', a 26 episode animated television series together with Marvel Productions and First Serve Toonz which was completed in 2007.

In 1995, Borgerding established the first Disney Channel outside the U.S., in Taiwan. In 1997 he opened the Disney Channel in UAE and another in Australia. He also established the first television offices for Disney in both India and China.

Borgerding began his career in the Disney Studios in Burbank, California in theatrical distribution and marketing, before moving to London in 1984.