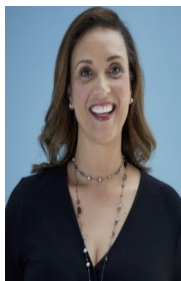


Heather Anderson

Vice President, Programming and Acquisitions



Heather Anderson, an entertainment and technology attorney for almost 25 years, joined ESPN in October 2021 as vice president, programming and acquisitions. In this role, she works with Mike Morrison, vice president, sports betting and fantasy and is the primary point of contact between programming and original content and ESPN content strategy and the office of the chairman. This streamlines communication with the content strategy team related to large, multi-sport opportunities and audience expansion initiatives. She also plays a similar role acting as a liaison between programming and original content and business development and innovation on ESPN Edge, sports betting, work on The Undefeated and more.

Anderson came to ESPN from The Walt Disney Company, which she joined in 2013 as associate principal counsel, serving as a digital media, product and technology attorney. As vice president and assistant chief counsel since January 2020, she led a team specializing in supporting products such as mobile apps, websites, vertical video games, and interactive connected and VR experiences. This includes supporting DMED Technology teams for Consumer Experiences and Platforms, Design, Studio Technology and Studio Operations. Her responsibilities included supporting 150 digital products ranging from the ABC, ABC News, ESPN, FX, Freeform, National Geographic and DisneyNow mobile apps and websites, to Disney.com, Starwars.com and technology for Disney+ and Hulu. She also has practiced as a Disney TV and short-form production attorney.

While at Disney, Anderson has been very active in DEI efforts. She is the co-founder, Chair Emeritus and Advisor of the Black Business and Employee Resource Group on Disney's Glendale campus, leading a membership of approximately 500 employees. She also was a founding member and former steering committee member of the Disney Lawyers of Color (DLOC). In addition, she was the interim Executive Sponsor of CARE (TWDC's Christian Employee Resource Group) and a founding member of WILD (Women in the Legal Department), as well as an executive advisor to Women@Disney and a member of Mas+ (the Hispanic Business and Employee Resource Group in Glendale). Anderson also serves on the Television Academy's Diversity Council and the Council On Access and Fairness (COAF) for the State Bar of California.

Before Disney, Anderson was an attorney in the Business and Legal Affairs department of Interscope Geffen A&M Records, handling multi-million-dollar recording, production and license agreements for high profile IGA artists. Prior to joining Interscope, she was senior counsel in the Intellectual Property department at Fox, handling copyright and trademark issues for all of the Fox companies worldwide.

Consecutively with her time at Fox, Anderson owned and operated Good Girl Entertainment – her music law practice, artist management company and independent record label – stemming from her desire to assist other artists after her time as an aspiring singer and rapper in middle school, high school and college.

Anderson began her career as a litigator at Thelen Reid & Priest LLP.

Anderson received dual bachelor of arts degrees in political science and ethnic studies from the University of California at Berkeley and her law degree with a concentration in Intellectual Property and Entertainment law from the UCLA School of Law.