

Larry Murphy

Freelance Advisor at The Lawrence P. Murphy Company

Experience

Freelance Advisor at The Lawrence P. Murphy Company

1998 - Present (18 years)

Freelance advisor on strategic, business development, and organizational matters.

Chairman of Disney Cruise Lines at The Walt Disney Company

1995 - 1998 (3 years)

Founder of Disney's highly successful entry into the cruise business with \$1.2 billion of investment.

Developed the strategy; designed and built the two ships, infrastructure, and operating systems; and established the operating organization.

Executive Vice President and Chief Strategic Officer at The Walt Disney Company

1985 - 1998 (13 years)

Responsible for the corporate-wide leadership and direction of Disney's strategic planning, acquisitions/divestitures, new business development, and brand management activities across all Theme Park, Media, and Consumer Products businesses. Directed initiatives throughout the Company involving strategy, business development, negotiations, and organizational change. Extensive involvement in the Company's international business activities in Europe, Japan, and Southeast Asia. Responsible for corporate management of the Disney brand.

Head of West Coast Real Estate at The Walt Disney Company

1994 - 1996 (2 years)

Managed the redevelopment and expansion of the Disneyland Resort, including masterplanning, land and hotel acquisitions and the development of a second theme park. Managed the master planning and development of Disney's corporate properties in Burbank and Glendale.

Vice President, Corporate Planning and Business Development at Marriott Corporation

1982 - 1985 (3 years)

Responsible for the development of strategy for existing businesses, new business development, and acquisitions. Worked with Operating Groups to improve performance in Marriott's hotel, restaurant, and food service businesses. Launched new business initiatives including timeshare, elderly care, and economy hotels.

Manager at Bain & Company

1978 - 1982 (4 years)

Manager in this Boston-based management consulting firm specializing in business strategy development and implementation. Managed multiple project teams and client relationships. Spent one year (1979-1980) in Bain's London office, with clients headquartered in Brussels and Paris.

Account Officer at Citibank, N.A.

1974 - 1976 (2 years)

Initial ten-month management training program followed by assignment to Corporate asset-based lending department. Responsible for the credit evaluation, packaging, and negotiating of financings for small to medium-size companies.

Education

Harvard Business School

Master of Business Administration (M.B.A.), Business Administration and Management, General, 1976 - 1978

Williams College

Bachelor's Degree, Economics, 1970 - 1974

Activities and Societies: Phi Beta Kappa Economics Department Teaching Assistant Member of the Faculty Hiring Committee Treasurer of Purple Key Service Society Legislative intern to New York State Assembly

Massachusetts Institute of Technology

M.I.T Executive Program in Financial Management, 1985 - 1985

Levinson Institute

"On Leadership" Program, 1983 - 1983

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