

CHAIR PROFILE – JOHN CRACKNELL

“Create a world class team that assists you to rise to the challenges of your industry.”



John Cracknell is an experienced and successful leader of business teams across a 30 year career.

Having spent 23 years with the Disney Group, John was one of the longest serving executives, having joined the organisation in 1992 in its home entertainment unit. Over his tenure, John held various other roles including Head of Home Entertainment for South East Asia, and Country Manager for Walt Disney International in Australia and NZ.

In his most recent role as the Managing Director of Australia and New Zealand, John was passionate about the important role and responsibility of his teams in delivering Disney magic to Australian families.

“I don’t think there’s a better company that I could have chosen to work for. We’ve got the best content and the strongest franchises in the world.”

As a name, a brand, and a global entertainment company, Walt Disney is indelibly interwoven into the childhood memories of millions of people across the globe. With its subsidiaries and affiliates, The Walt Disney Company is the world’s biggest family entertainment organisation and media enterprise, consisting of five business segments: media networks, parks and resorts, studio entertainment, consumer products, and interactive media.

John’s area of expertise lies in methodologies around:

- Business and executive coach
- Brand and executive team development
- Business transformation
- Facilitation
- Change management

Why 2020 Exchange

John Cracknell excels at developing teams to deliver great stories and experiences. Working with one of the world’s most iconic brands, John was chartered to maintain and preserve a brand for generations to come.

The extraordinary ability to harness creativity within commercial business structures is what makes John’s leadership so unique. During his time with Walt Disney, John focussed on driving business growth, consumer affinity and engagement with leading worldwide brands across Media and Entertainment, Footwear and Apparel and FMCG environments.

It is these world class skills that align John Cracknell with 2020 Exchange.

Positions held



2015 - Present	Board Member – Big Brothers Big Sisters Australia
2010 - 2014	SVP and Managing Director Australia & NZ – The Walt Disney Co. (Australia)
2000 - 2010	Country Manager, The Walt Disney Co. (Australia)
1995 - 2000	Vice President – Buena Vista Home Entertainment (South East Asia)
1994 - 2010	Vice President – Buena Vista Home Entertainment, (ANZ)
1992 - 1995	Managing Director – Buena Vista Home Entertainment (ANZ)
1984 - 1992	Key senior roles – Pacific Dunlop
Before 1984	various senior Marketing & Product Management FMCG roles with Kraft and Beecham, General Manager, Malvern Star Bicycle Co and Division Manager, Footwear - Adidas Australia

Qualifications

Diploma of Business (Marketing) – Caulfield Institute of Technology 1980 (now Monash University)
Haileybury College, Melbourne, Head Prefect
Captain 1stXI

Awards, Honours and Memberships

Australian Institute of Company Directors (GAICD)
Metropolitan Catholic Colleges Sports Association
Yarra Yarra Golf Club