

Sergio was born and raised in San Diego, California. He made the move to Los Angeles after graduating from San Diego State University in 2000 with a B.A. in Communication. He was recruited by Kraft Foods Nabisco where he held the position of sales representative and customer category manager where he assisted in managing national brands such as Oscar Mayer, Kraft Cheese and Post cereals.

Sergio Baez currently holds the role of Senior Manager of Global Brand Partnerships and Licensing for the Walt Disney Company. In his 15+ years with the Walt Disney Company, Sergio has managed over 100+ licensed & promotional relationships and has been responsible for 1,500+ product launches. He has held several roles within Disney's licensing division inclusive of various category management roles. He now leads various strategic accounts for Disney Parks, Experiences & Products, where he guides the global growth of these partnerships leveraging his cross-enterprise relationships. His strategic accounts include Kimberly Clark, S.C. Johnson, and P&G.

In addition to his day job, Sergio has continued to dedicate time to his passion of diversity in the workplace and passion for empowering others to lead successful careers. In 2018, Sergio co-founded Disney's Latinx employee resource group, Mas+ (plus).

Aside from earning his Bachelor's in Communication from San Diego State University, Sergio earned his Master's in Business Administration from Long Beach State in 2013 and earned his second Masters in Management and Leadership from Pepperdine University in 2015.

Sergio's passion to teach, mentor, coach and inspire has led him to participate in numerous mentorship programs, community college advisory boards and guest lecturer opportunities. He sits on various executive boards including, Adelante Youth Alliance <https://www.adelanteya.org/>, California Placement Association <https://calplacement.org/> and CSULB's MBA advisory board <https://www.csulb.edu/cob-graduate-programs/mba-advisory-board>

Sergio's passion has also led him to become an adjunct business instructor at Cal State Long Beach, Cal State Los Angeles, Pasadena City College and Loyola Marymount where he teaches Marketing at the undergraduate and graduate level.