

Erica L. Etori

SVP, Global Corporate Communications, Universal Destinations & Experiences

Erica Etori is currently the Senior Vice President, Corporate Communications for Universal Destinations & Experiences (“UDX”). In this role, she is responsible for planning, developing and leading the overall strategic direction and execution of the UDX Corporate Communication function to position UDX as a global employer of choice and premium destination for guests and visitors worldwide.

Prior to this role, she served as Vice President, Global Communications at Marriott Vacations Worldwide (NYSE:VAC), a leading global vacation company that offers vacation ownership, exchange, rental and resort and property management, along with related businesses, products and services. In this role, she was responsible for corporate and crisis communications, executive and internal communications, brand public relations as well as corporate citizenship.

Ms. Etori also served as Director of Communications for Walt Disney World Resort where she led a diverse team and media office that managed 1800+ stories and 2K+ park issues annually. She served as a Crisis Team member responsible for communicating immediate information and park strategies to guests and cast members and was a key player developing communications response strategies in support of large-scale events including Hurricane Irma and COVID-19. Throughout her career with Walt Disney World Resort, Ms. Etori supported reputation-driving investments including Walt Disney World Resort’s opening of Star Wars: Galaxy’s Edge, the WDW solar farm (2019’s #1 reputation driver) and the Walt Disney World Center for Culinary Arts at Valencia College, providing skills-based training for cast members and members of the public.

Prior to her role at Walt Disney World Resort, she served as Senior Director of Communications and External Relations for Red Lobster Seafood Co. While there, she was responsible for leading communications for the company as it divested from Darden Restaurants and was sold to a private equity firm. In this role, she created executive engagement strategies to communicate financial results and performance to restaurant field leaders, which quickly improved employee survey results around understanding of the business strategy at a critical time for the company. She also developed an integrated campaign for a critical product improvement that touched 70% of the restaurant chain’s menu mix and substantially increased media coverage and reputation scores in Nation’s Restaurant News’ Annual Consumer Picks Survey. She started her in-house career as a Communications Manager for Darden Restaurants where she developed and executed annual communications plans for Red Lobster and LongHorn Steakhouse while also serving as the communications lead for the business development group. In this role, she helped Darden achieve Fortune’s 100 Best Companies to Work For award by developing and operationalizing a recognition program that championed employee career stories.

Ms. Etori is a graduate of Syracuse University’s S.I. Newhouse School of Public Communication and holds a Master of Science in Teaching from Fordham University. In 2005, she took a two-year sabbatical from PR to support a cause important to her – access to education. She was named a “Teacher of Excellence” in her first year of teaching and her classroom became a model site for the district.