

# KRYSTAL LAMBERT

## ABOUT

Krystal Lambert serves as vice president of Marketing & Communications and as an executive producer of "The Lost Identity." She is also an artist and marketing consultant.

Krystal has over a decade of experience in the media and entertainment industry and over four years of experience in health care leadership positions. In her prior health care executive role, Krystal led a division-level team of 16 communication professionals as assistant vice president.

Earlier in her career, Krystal served at The Walt Disney Company for nine years, which included communications leadership positions for multiple presiding officers within the organization. In those roles, she helped executive speakers prepare for, deliver and promote their speaking engagements. She also helped coach them on their delivery and preparing for media interviews.

Her Disney career also included stints with Walt Disney Imagineering for industry-leading projects, such as interactive elements of Pandora: The World of Avatar, Disney's \$500-million theme park land, based on James Cameron's blockbuster film, "Avatar." Additionally, while at Disney, Krystal also supported Corporate Alliances and New Business Development in promoting Disney's rich portfolio of Fortune 500 partner companies for all six theme park



destinations globally. Her other Disney roles spanned across safety communications, recruitment marketing and operations. During her safety communications role, Krystal had the unique opportunity to work with Dave Bossert, former visual effects supervisor, director and producer with Disney Animation Studios, who is credited for his work on renowned Disney films, including "Beauty and the Beast," "Hercules," "Big Hero 6" and other notable film projects. Along with her leadership team, Krystal partnered with Dave on marketing projects surrounding Disney's "Wild About Safety: Safety Smart" – a series of short films, featuring characters from "The Lion King," that educate children and families on safety at home and in the Disney theme parks.

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Among her many accomplishments, Krystal was recently nominated as one of the Top 50 Women in Communications for 2024 by Women We Admire Magazine. She has won several awards in her field, including the Dean's Cup for Professional Promise and the Advertising Department Professional Promise Award from the University of Florida's College of Journalism and Communications. She also competed in the USA Triathlon National Championships during her rookie year.

Krystal earned both her Master of Business Administration and Bachelor of Science in Advertising from the University of Florida (UF). A passionate Gator alumnus and firm believer in building talent pipelines, she remains actively connected to the UF community and has spoken to students several times since graduation about career pursuits.

