



LANCE DIARESCO

Lance Diaresco is the former Disney VP & CMO and Google Brand Solutions & Innovations Director. He brings over 30 years of experience leading global brands and helps leaders thrive in the AI age with three essentials: Clarity. Trust. Impact.

Categorie

Performance, Artificial intelligence [AI], Legacy & Impact, Future, Innovation, Leadership, Culture

Type

Business leader | Entrepreneur, Business coach | Mentor, Visionair | Innovator

Inzetbaarheid

Business coach, Keynote speaker, Master class

Talen

English

Afkomstig van

Portugal

Biografie

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"As AI becomes smarter every day, what makes humans wiser?"

- Lance Diaresco

Discernment - the ability to make clear decisions, deepen human connection, and contribute to a better world. Lance helps leaders

align purpose, performance, and profit —
bridging success and fulfillment.

His mission is to inspire leaders to create ripple effects that transform lives, organisations, and communities.

BIOGRAPHY LANCE DIARESCO

From Building Global Brands to Building Leaders
Lance Diaresco led high-performing teams through waves of disruption: from traditional media to mobile to AI. He helped iconic brands such as Disney, Google, YouTube, Levi's and Colgate evolve, stay relevant, and grow across international markets.

Across industries, Lance observed a clear pattern: great leadership begins with being deeply human. The strongest leaders bring clarity to complexity, build high-trust cultures, and create meaningful impact in the world.

Growing up in poverty and losing his father at seven, Lance developed the self-leadership, courage and compassion that would later define his work. Scholarships opened doors to some of the world's most innovative companies, where he spent three decades leading through transformation.

Lance Diaresco began his career at P&G and Colgate before serving as Vice President & CMO at Disney and Levi's. At Google he led Brand Solutions & Innovation, co-founded Create with Google, and later Coaching by Mastery, which became an award-winning global function.

Today, his work spans keynote speaking, corporate workshops, leadership retreats and executive coaching. His approach blends Disney's storytelling craft with Google-honed rigour and evidence-based frameworks.

Having lived across Asia, the Americas and Europe, Lance Diaresco brings a cross-cultural perspective to leadership.

