



## **BIOGRAPHY**

### **CRAIG GERBER**

Creator and Executive Producer

Emmy® Award-winner Craig Gerber is creator and executive producer of Disney Jr.'s upcoming animated series "Sofia the First: Royal Magic." Gerber also developed and executive-produced the original smash-hit series, "Sofia the First," one of The Walt Disney Company's most successful global preschool franchises of all time. Gerber won a songwriting Emmy® Award for the series' iconic theme song and has also co-authored many of the "Sofia the First" storybooks.

Gerber is also creator and executive producer of Disney Jr.'s "Firebuds" and the multiple Emmy and Imagen Award-winning "Elena of Avalor," which follows Princess Elena, Disney's first princess inspired by diverse Latin cultures and folklore. Gerber penned the theme songs for both series. He received his second Emmy Award for Outstanding Writing in a Preschool Animated Program for his work on "Elena of Avalor." Gerber has also written for the Disney Fairies film franchise, co-writing "The Pirate Fairy," which features Tinker Bell.

A graduate of the University of Southern California's School of Cinematic Arts, Gerber's career took off after participating in a screenwriting showcase at the university that led to a major Hollywood studio optioning the first script he had ever written. Gerber is also an award-winning short film director whose comedic short "Hang Time" won Best Narrative Short at the Sonoma Valley Film Festival and Best Digital Short at the Sedona Film Festival in 2003.

Originally from New York City, Gerber grew up in Southern California and currently resides in Los Angeles with his wife and three sons, Miles, Desmond and Beau.

**-- Disney Jr. --**