



Peter Faricy
CEO, Global Direct-to-Consumer

Peter Faricy serves as CEO of Global Direct-to-Consumer, overseeing the worldwide digital and direct-to-consumer businesses for Discovery, Inc.

In this newly created role, Faricy is responsible for the company's U.S. Digital portfolio, including Discovery's GO TV Everywhere products and Motor Trend, as well as Eurosport Player, Discovery Kids and Dplay, and Discovery's strategic alliance with PGA TOUR to create the global home of golf. Faricy steers the company's ongoing evolution and growth as a digital and direct-to-consumer media leader as it navigates the changing media and technology marketplace around the world.

He brings to Discovery more than 20 years of leadership at the intersection of technology and media, most recently as Vice President of Amazon Marketplace, where he was responsible for the growth of millions of third-party sellers worldwide. Previously, Faricy oversaw Amazon's music and movie product categories in North America, including customer experience and vendor management.

Prior to Amazon, Faricy held management roles at Borders Group, Ford, and McKinsey & Co. He currently serves on the boards of Seattle Prep High School and Ross School of Business at the University of Michigan. He received an MBA with distinction from the University of Michigan and a BA in Business Administration from Michigan State University.

Faricy is based at Discovery's global headquarters in New York City.