

CONSUMER PRODUCTS LICENSING & BRANDING DIRECTOR

HARD GOODS | SOFT LINES

Imaginative and resourceful licensing and product development leader who can spot trends while possessing a unique blend of business savvy, analytical, and creative experience. End-to-end strategist with a reputation for excelling in highly-competitive environments working on multiple properties for different lines of businesses.

SPECIALIZATION:

- Classically trained fast moving consumer product licensing and brand development for a company recognized as a blue-chip providers of toys and games excellence.
- Develops various methodologies to communicate with consumers. Grows business by conducting significant research on following trends across many segments including health & wellness, technology, toys, and building the brand by understanding what the customers need.
- Creates meaningful connections by developing the target audience and then finding the correct manufacturers to fill in the void and layer in the license.

Categories

- Toys
- Games
- Novelty
- Amusements
- Apparel
- Footwear
- Accessories

CORE COMPETENCIES:

Licensee Management | Brand Representation | Amplifying Business Growth | Go-To-Market Tactics | Agile Ideation
Shaping Strategic Direction | Revenue Expectations | Competitive Pricing Strategies | Digital Media | Publishing
Innovative Partnerships | Negotiating Contracts | New Distribution Channels | Stakeholder Networking | Finance

EXPERIENCE

MAJOR LEAGUE BASEBALL

2017-PRESENT

Progressively promoted into positions of higher responsibility, visibility, and complexity during dedicated tenure.

LICENSING DIRECTOR, HARDLINES | MLB CONSUMER PRODUCTS |

Directed end to end strategic partnerships, negotiations and revenue generation to drive business growth. Unlocked untapped categories and white space delivering 10-20% growth in overall Hardlines Business. Established relationships with all 30 teams, piloting stadium wide retail programs for both team specific product lines and innovative co-brand extensions.

- **Visionary and Tactical Execution:** Drive revenue and mindshare by expanding MLB's brand through new product offerings including (CPG products, Alcohol beverages, and pet products and accessories)
- **Strategic Planning:** Key contributor for creating an inclusive culture of collaboration while combining teams to promote synergy collaboration. Forming the foundation for business success and competitive advantage.
- **Go To Market Strategy:** Developed a comprehensive understanding of the competitive landscape and evaluate market trends to introduce the best in class product development.
- **Collaborative Team Management:** Oversee Hard Good team, providing leadership, delegation, and mentoring, ensuring staff feels supported and empowered; ultimately improving productivity and organizational environment.
- **Identifying Partnerships:** Regularly met with Category Buyers and the Retail Development Teams of the top four accounts to support licensee placement and drive incremental promotional opportunities at retail along with team retail stores to create diverse and incremental programs.

NICKELODEON

2005-2017

Progressively promoted into positions of higher responsibility, visibility, and complexity during dedicated tenure.

LICENSING DIRECTOR, TOYS & GAMES | NICK CONSUMER PRODUCTS | 2014-Present

Achieved 45% growth over the last three years by directing the client-facing strategic and tactical efforts for the multi-

million dollar master toy, amusement, and novelty toy partnerships. Liaison between clients, internal teams, and licensees – communicating pitches, new category opportunities, status updates, and proposals on the entire process from concept development to legal documentation to market launch. Partnered with leading companies across consumer segments and distribution channels. Well versed in negotiation – worked on contract logistics to proceed with strategy.

- **New Categories of Business:** Achieved 150% growth, from \$350K to \$1MK, in the amusement ancillary line by identifying key avenues and taking old 90's portfolio and nostalgic brands (i.e. Pokémon) and focusing on trends.
- **Redefining Brands:** Used a holistic, trend-focused approach to reinventing brands. Created new art styles and aesthetics for properties (SpongeBob, TMNT) to have them continue to be identifiable and ownable – but ensure consumers feel they have an exclusive form of the big ticket items which results in increased sales across the board.
- **Identifying New Opportunities:** Delivered strong growth and innovative products, thinking outside of the box to by integrating fluency in digital media to develop new channels of distribution; such as incorporating a digital overlay component on a preschool product that developed meaningful interactions.
- **Building Fresh Product Lines:** Integral in the contribution to Dora and Shimmer & Shines' sales growth stemming from existing shows; showcased authenticity by conducting comprehensive research to deliver a new, more
- **Cross-Synergy Promotions:** Obtained visibility as a collective unit by teaming up with Publishing and Apparel to create collectible products that advertised licensed products on the packaging.

LICENSING MANAGER, TOYS & GAMES | NICK CONSUMER PRODUCTS | 2008-2014

Drove product strategy and reviewed, challenged, and monitored the annual plan plans and POS to ensure financial growth and brand integrity. Maximized development of new products – filling in the gaps while reviewing concept development, licensee business plans across all categories, and approvals. Increased visibility by translating needs and promoting communication across all departments.

- **Generating Consumable Growth:** Identified and advised on commercial and category classification (publishing, apparel, DVD) potential for new projects while obtaining acceptable launch and cross-promotional partners.
- **Developing Processes:** Created templates that were used for every retail summit, product review, and tv commercial approval processes which became seamless and catapulted the timeline and approval procedures.
- **Creating Segments of Business:** Grew upon a slightly dwindling brand, by taking the well-received Dora the Explorer to approach and develop a segment from a different angle. Vast knowledge of idea creation through delivery and consumer experience to hit on all generations, developing “nurturing” products (baby & potty dolls; strollers) to target younger kids.
- **Preschool Market:** Integral in getting SpongeBob into the younger demographic by partnering with Imaginext to have product line integrated with their original segments containing dinosaurs and superheroes.
- **Top Retail Accounts:** Worked with licensees to ensure product placement at top four retail accounts each season (Target; Wal-Mart; Toys R Us; K-Mart).

APPAREL & ACCESSORIES LICENSING COORDINATOR | NICK CONSUMER PRODUCTS | 2005-2008

Developed products by pinpointing what's trending, streamlining catch phrases, marketing relevant brand materials, and using the correct colors and art to maximize licensee changes in new products, themes, and categories. Managed the review and exploration of product development from concept to rollout.

- **Competitive Analysis:** Compiled and updated all economical information in the apparel industry and shared with clients to ensure product development on-trend in pricing and quality.
- **Aligning Business Needs:** Worked directly with all areas of Consumer Products department including legal, finance, retail, promotions, and product development.

EDUCATION

LABORATORY INSTITUTE OF MERCHANDISING

- Bachelor of Arts

AFFILIATIONS

Women In Toys | NAMIC | TIA | Women in Sports & Entertainment