

# Mark J. Prospero

License & Brand Management

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LinkedIn: [markprospero](https://www.linkedin.com/in/markprospero)

<http://www.markprospero.com>

## Core Skills:

- Extensive network of relationships in manufacturing, sales licensing, retail and marketing in Canada the U.S.A. and the EMEA
- Proficient in market direction and trend forecasting.
- Merchandise (hard and soft lines) and market strategy expertise.
- Proven ability to effectively negotiate and execute licensing terms and contracts consistently negotiating mutually beneficial terms for all parties.
- Broad knowledge of SEM, SEO and UX as a component of marketing.
- Proven supervisory skills and understanding of team deadlines responsibility & workflow, resource development, and project delegation, motivation and to work as part of a team.
- Expert in Adobe CC Illustrator/photo-shop on all platforms.
- Specialist in MS Office, Power-point pro
- Product accessories and apparel design specialist.
- Over 15 years packaging and CPG design experience.
- Ability to organize and coordinate multiple licensees and cultivate collaboration with partners.
- In-depth knowledge of over-seas procurement over-seas costing procedures, communication processes.
- Creative and Insightful with advanced problem solving capabilities.
- Thorough understanding of contract language, and management protocols.
- Extensive comprehension of critical path of timelines, deadlines, and other criteria.
- Practical usages of time management scheduling and organizational models with a strong reliance on look-ahead schedules, critical path, and other time management processes.

## Professional Experience:

**December 2017 – Present**

**Capezio (Ballet Makers Inc.)**

<https://www.capezio.com>

*Licensing Manager – International Licensing Representative*

- Mandated to create a brand extension roadmap and strategic plan to license out and monetize the Capezio brand into new categories, territories, and distribution channels such as hard goods, H&B, and F&D
- Developed monthly progress reports for the Board of directors outlining new developments, potential signings, outreach and growth
- Consistently create momentum and add continued value to the newly formed Licensing Division and the company as a whole
- Remotely manage 3 reports in, marketing, administration, and graphic design.
- Hit target of signing five license contracts within the first six months of inception of the licensing division generating projected minimum guarantees for the next three years in excess of 12 million dollars/annum and in current negotiations for another 6 licensees by end of 2016.
- Effectively managed all terms/contract negotiation,
- Exceeded expectations in new business development, media collaborations, influencer activations and general development of B2B outreach and engagement
- Directed and managed development of all brand media and strategies Brand Deck, Licensing Decks, Retail Strategy, Style Guide, and packaging guide.
- Manage all marketing R&D for the licensing division to assist in the development of the greater marketing strategy.
- Scheduled, organized and managed exposition at Licensing Expo 2018 generating 58 meaningful meetings in three days with continued plans for repeated success at BLE 2018.

**December 2016 – September 2017**

**Fan Blocks Inc.**

<https://www.nerdblock.com>

*Licensing Manager*

- Responsible for managing the License direction for Nerd Block, Team Blocks, Brand Blocks under the Fan Blocks company Banner
- Successfully negotiated or re-negotiated and finalized license contracts for Hasbro, American Greetings, Marvel/Disney, Microsoft/Blizzard, Collegiate Licenses (NCAA), Universal Music, Global Merchandising and many more providing satisfying results for all parties involved.
- Developed an infrastructure for Royalty reporting and tracking, contract review, a market analysis system for choosing licenses based on market research and perception.

- Maintained rapport and all communication with Licensors concerning product approvals, marketing initiatives, partnership options, and I.P. Management
- Cooperated with the Marketing team on marketing initiatives and promotions securing new instruments for their objectives.
- Acted as a liaison between the procurement team and the licensor to develop new product, source from existing vendor base and create a dialogue leading to new and unique product options.

#### **January 2014 – December 2016**

##### **Gertex Hosiery**

<http://www.gertex.com>

*Director of License Design*

- Established creative direction, as well as, brand direction and strategy for the license/sport-license division.
- Created exciting new packaging and in-store merchandising programs significantly boosting \$/S-Ft for retailers
- Lead an indirect team of two Graphic Designers, two Production Associates, and an administrative assistant.
- Successfully negotiated new licenses including Disney Hosiery for mass retail channel / winter-wear, Cartoon Network, Dreamworks, Nickleodeon as well as others
- Accomplished the restoration of over 100 SKUS into 3 new departments in Wal-Mart
- Direct Liaison and point of contact for all license negotiation.
- Responsible for correct approval submission for developed product establishing 24hr turn-around
- Crucial role in creating a 200% increase in gross licensed product dollars with major Canadian retailers
- Created and fostered 7 seasonal licensing plans through to completion including 21 deliveries.

#### **March 2012 – January 2014**

##### **Lamour Inc. License Division**

<http://www.Lamour.com>

*Creative Director (License Division)/ Manager of Merchandise and Product Development*

- Set trend and creative direction and communicated to the PD and sales teams
- Effectively managed production and development team
- Organized the inception and execution of new license division, and provided merchandising strategy and creative direction for all Properties
- Built rapport and fostered communication with Licensors.
- Established infrastructure for the new license division including processes for approval, submissions, merchandises protocols, production foundation, creative direction and graphic direction.
- Managed sourcing, graphic and product development teams including all production schedules.
- Network and worked in conjunction to educate sales team to maximize sales.
- Brand merchandise management of all properties including One Direction, Han Lee's "The Public Zoo", and BBC's Walking with Dinosaurs.
- Total Graphic development for the Terramar outerwear division, as well as the Terramar USA underwear Division

#### **November 2009– March 2012**

##### **Bruzer Sports Gear**

<http://bruzer.com>

*Manager of Design and Product Development.*

- Bruzer Fall/Winter 2011, through Fall/Winter 2013 creative direction graphics and technical development
- Ongoing domestic and promotional order management.
- Created a new technical development groundwork and provided trend direction
- Produced catalogues and presentations to generate Sales

#### **November 2007 – November 2009**

##### **The House Inc.**

[www.thehouseinc.ca](http://www.thehouseinc.ca)

*Designer / Manager of Planning and Development (Bad Boy Brands Canada)*

- Design and layout of multiple licensed properties for sale to major retailers.
- Communicated and complied with most major licensors.
- Management of supply chain process from start to finish including design and development, procurement, sales management, promotion, and delivery.
- Achieved 80% sell-through on all stock with a 67% margin across all commodities with the Bad Boy Brand.
- Created a Canada wide sales initiative, and developed relationships with well over 100 new accounts for the Bad Boy Brand.
- Successfully reintroduced The Bad boy brand to the Canadian Market

**Jun 2007 – November 2007**

**Red Canoe / National Heritage Brands**

[www.nationalheritagebrands.com](http://www.nationalheritagebrands.com)

*Product Development Manager*

- Implemented new protocols to streamline product development process, such as new technical development procedure, size and fit regulations, Q & A regulations, import purchase ordering, and production tracking.
- Sourced new vendors and manufacturers to increase product margins at a projected average of 10% on domestically produced T-shirts and an additional 30% to 40% Margin on imported accessories and apparel.
- Launched two new product lines Royal Canadian Mounted Police and Rocky Mountain Rescue Reserve (children's line) encompassing research, design, and sampling.
- Negotiated with off-shore and domestic vendors to secure better pricing and delivery
- Developed trade show booth and product merchandising guidelines for retail outlets.

**Nov 2005 – June 2007**

**Phoenix Group Clothing Co.**

[www.phoenixgroupclothing.com](http://www.phoenixgroupclothing.com)

*Lead Product Developer (Designer)*

- Lead and directed a team of 3-5 freelance graphic designers on a continuously rotating schedule, as well as trained and oversaw full time intermediate employee as a direct report.
- Created and implemented new technical development package to clarify development, and simplify production.
- ]Devised offshore production program strategy. 80% of production relocated in 6 months from 80% domestic.
- Assisted in creating short and enduring action plans pertaining to sales, costing, production, and delivery.
- Worked out initiatives regarding sales and Marketing to facilitate company objectives.
- Sourced factories, suppliers and agents domestically and offshore.
- Created the art direction for Company website.

**Mar 2003 – Sept. 2005**

**Orange Clothing Co. (Miami Florida)**

<http://www.orangeclotingco.com><http://cruewakeboarding.com>

*Product Development (Designer)*

- Developed trend direction, color, and fabric direction to create the over-all vision for Orange Clothing Company
- Created and Standardized new tech packs and specifications for manufacturing overseas in Asia and S.A.
- Organized and coordinated ideas for private label lines for Major retailers.
- Oversaw and directed a design team to create all product lines.
- Communicated with vendors on a daily basis pertaining to sampling Q&A enhancing product quality.
- Approval all samples with respect to size and fit, style, color, and quality.
- Created and enhanced the internal infrastructure including style numbering system, file organization, & sampling.
- Oversaw and provided direction for all freelance Graphic Artists and Designers.

**Dec 2000 – Feb 2003**

**Amerella Canada / Northern Apparel**

[http://amerella.com/p\\_home.asp](http://amerella.com/p_home.asp)

*Graphic Designer/Junior Product Developer / Merchandiser*

- Assisted in the development, production and sale of branded labels West Coast Connection, Sportek, Northern Apparel, Henry Grethal, Lands End, Mary-Kate & Ashley, among others.
- Graphically represented product designs for sales, merchandising and production purposes.
- Conceptualized and administered Final garment design for production.
- Collaborated with stylists, sales persons, and merchandisers in product development.

## **Academic Experience:**

### **University of Toronto**

*Project Management Certificate*

*(Enrolled)- 2018 – 2020*

*(expected PMP designation)*

### **International Academy of Design**

*Fashion Design Diploma Program*

*1998 – 2000*



### **Sheridan College**

*Business Administration; Diploma*

*Program, Marketing - 1998 – 1999*

# Mark J. Prospero

Creative Direction / Design  
License / Brand Management

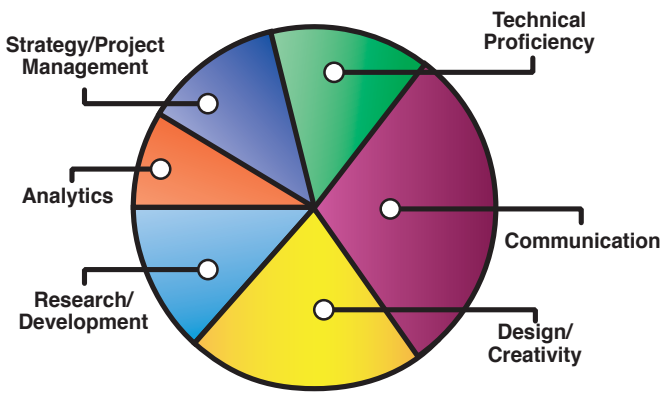
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## STRENGTHS



## SOFTWARE



## CAREER PATH

### Direction Brand & Licensing

- December 2017 - Present  
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Licensing Manager
- December 2016 - September 2017  
Fan Blocks Inc.  
Director of Licensing
- January 2014 – December 2016  
Gertex Hosiery  
Director of License Design
- March 2012 – January 2014  
Lamour Inc. License Division  
Creative Director (License Division)
- November 2010 – March 2012  
Bruzer Sports Gear  
Manager of Design and PD

### Product Development

- November 2007 – October 2010  
The House Inc  
Designer / Manager of P&D
- June 2007 – November 2007  
Red Canoe / National Heritage Brands  
Product Development Manager
- Nov 2005 – June 2007  
Phoenix Group Clothing Co.  
Lead Product Developer (Designer)

### Design

- Mar 2003 – Oct. 2005  
Orange Clothing Co. (Miami Florida)
- Dec 2000 – Feb 2003  
Amerella Canada / Northern Apparel

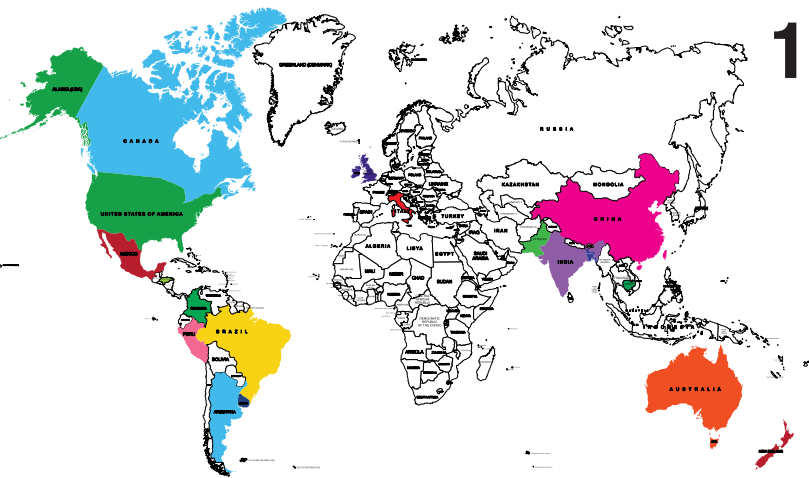
## EDUCATION

  
**Sheridan**  
Fashion Design Diploma Program  
1998 – 2000

  
**International Academy of  
Design & Technology**  
Business Admin; Diploma Program, Marketing  
1998 – 1999

  
**UNIVERSITY OF  
TORONTO**  
Enrollment PMP Certification  
2019-2020

# STATISTICS



**100's**  
**14M**  
**17**  
**22**  
**21**  
**6**

LICENSE CONTRACTS ADMINISTRATED

LICENSE BUDGET MANAGED

YEARS DESIGN / BRAND EXPERIENCE

AVERAGE PROJECTS PER WEEK

COUNTRIES BUSINESS COLLABORATIONS REPORTS



**SOFT GOODS**  
EXPERTISE



**HARD GOODS**  
EXPERTISE



**HEALTH & BEAUTY**  
EXPERTISE



**FOOD & BEVERAGE**  
EXPERTISE

## SKILL SET

### Management

- \*Superb written and oral communication skills
- \*Technical knowledge and background
- \*Financial and budget management
- \*Coordination – team development and execution
- \*Ability to influence, motivate, collaborate, and coach
- \*Analytical, strategic and critical thinker
- \*Quantitative assessment skills
- \*Effective presentation and public speaking skills (Financial, Strategy, Sales, and direction)

### Licensing

- Contract review and amendments (red-line reformatting)
- Product approvals, projections and forecasting
- Presentation development (stakeholder and partner)
- Ability to expedite product development and approval
- Budget planning/creation
- Royalty planning, management and assessment
- Product approval administration and infrastructure dev.
- Thorough understanding of CSR, FAMA, ISO, NGO's ] Including, international protocols and requirements

### Design & Development

- Market direction and trend forecasting.
- Product design and development (hard/soft goods).
- Presentation design and development including R&D
- ACE certified in adobe cc illustrator/ photoshop on all platforms
- 16 yrs packaging and cpg design experience
- visual merchandising and layout expertise
- creative process analysis and review.

### Administration / Analytics

- Experienced in competitive analysis, price and distribution analysis, brand awareness, and all associated research methods as
- SEM and social media Marketing analysis with an understanding of big data and it's relationship with market Potential in licensing.
- Procurement, critical path and process scheduling
- Specialist in ms office
- Working knowledge of HTML-5, HTML, and Java
- Systematic and balanced approach to creating license proposals

## I . P . PARTNERS



AND MANY MORE...

## ASSOCIATIONS



## INTERESTS

