**Marlene Cuesta**

**626-623-8880**

**Email:** mclicensing@gmail.com

**Career Summary**

Accomplished Licensing Executive with successful track record in identifying and negotiating leading licenses from various Licensors. Experience with Food & Beverage, Toys, Housewares, Apparel & Gift & Novelty Categories. Confident and persuasive, I utilize my professional experience in the industry to build solid trusted relationships with licensors and licensees through the years. Collaborative in approach and value others viewpoints when working with a team.

**CORE COMPETENCE**

**Building relationships Identifying opportunities**

**Licensee Prospecting & Negotiations Representation of Brands**

**Licensor/Licensee experience Product Approval process**

**Team collaboration Food & Beverage Categories**

**Retail Roll-Out & Promotions Apparel Category**

**Contract negoatiations**

**MC Licensing – Consulting 4/16-Present**

Consulting for various manufactures in securing licensing partnership while managing the approval process with various studios. In addition handle negotiations and working with clients with their projections that are realistic for a specific entertainment property and review licensing contracts.

Manufacture Representative: I seek licenses for: **Majesty Brands**-Hosiery**, Finn+Emma**-Infant Apparel, **Beverly Hills Teddy Bear**-plush, **Jam’n Products**-toys, **BDK USA**- auto accessories, **Lifestyle International** - Housewares

Licensor representation: Brand Central: Tapatio, Firefly Entertainment: Geronimo Stilton, Lucha Libre, Laura Ashley, Lily Lemon etc. Valen Group: IHop, Menchies, Red Robin

**Mattel - 10/15-6/16**

Freelance: Responsible for acquisitions for the Barbie brand, Hot Wheels, Mega Bloks. Secured licenses with various Licensors such as Disney and celebrities. Prepared projections and proposals for considerations.

**Jada Toys, Inc. - Vice President of Licensing** **3/03 - 4/14**

* Responsible for strategy in transitioning Jada Toys from a strictly die-cast and radio control player to a versatile toy company.
* Presented to all Licensors such as Disney, Activision, HIT Entertainment, Nickelodeon, Cartoon Network and Universal to name a few
* Oversaw all product approvals, worked closely with Product Development
* During Toy Fair in Dallas, New York and Germany I presented all new licenses to buyers and handled all Licensor tours of the showroom.
* Managed a staff for two in the Product Approval process
* Collaborated with accounting and royalty reports
* Accompany sales when needed for master toy programs to buyers (shared details on properties)
* Collaborated with toy designers, marketing, sales, product development, packaging and sales administration
* Responsible for acquiring and managing all aspects of licenses from automotive brands, such as: General Motors, Nissan, Ford and Dodge and all entertainment properties.
* Responsible for all presentation preparation to Licensors for manufacturing of die-cast models, radio control and electronics
* Held joint responsibilities with CEO for all new business development

**Accomplishments:**

* Secured the exclusive license to General Motor’s Halo Launch Camaro for various wheel categories, giving Jada the edge on their competitors
* Negotiated the acquisition of the Hello Kitty, Princess brand, giving Jada's introduction into the girls category which resulted in over 30 Million dollars a year
* Negotiated the acquisition of the Disney Junior and Princess in the wheel category, which resulted in 5 Million the first year and 25 Million the second year
* Responsible for Jada' first and only Master Toy deal for the newly released Robocop

**Accomplishments:**

* + Secured a 5 year Exclusive License for General Motor's Halo Vehicle, Camaro and Corvette for die-cast, R/C and light and sound resulting in 70 Million dollars through the 5 year exclusive
* Secured their first licenses for Guitar Hero, Speed Racer Movie and Classic

**Equity Management Inc. - 8/01 – 2/03**

* Negotiated and closed deals resulting from a complete licensed merchandise at retail for Trademarks such as DuPont, Kellogg’s General Motors, Hummer, Corvette, Chevrolet, USPS, Wells Fargo, Snuggle, Suave and Lockheed Martin are a few of the Corporate Trademarks.
* Market research of competitive pricing and selling strategies to maintain competitive advantages.
* Involved in product launch and retail distribution channels to Wal-Mart, Kmart, Target, FAO Schwartz and other specialty and mid-tier stores such as JC Penny, Macy’s, and Sears.

Additional positions at **HIT Entertainment, Sony Pictures and Saban Entertainment** in Licensing Sales

**Professional Affiliations**

LIMA (International Licensing Merchandisers Association)

Languages: Fluent in Spanish