



ZAC SCUFFHAM

Director of Licensing & Business Development

Senior leader and outside-the-box thinker with extensive experience in product development, partnerships, and multi-channel retail strategy. Instrumental in building Minecraft's industry leading cross-category consumer products program. Obsessed with earning customer trust and passionate about licensed products that tell a story. Continually raising the bar and striving to deliver high quality results.

CONTACT

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San Diego, CA

SKILLS

Strategic Visionary
Building Revenue Streams
E-commerce & Retail Sales
Creative Direction & Development
Consumer Products Expert
Project Management Essentials

NOTABLE PARTNERSHIPS



EDUCATION

BS, Computer Graphics Technology
Purdue University
West Lafayette, IN

REFERENCES

Anne Quaranta, Microsoft
Director of Minecraft Licensing
anneq@microsoft.com

Sarah Buzby, Ubisoft
VP of Consumer Products NCSA
sarah.buzby@ubisoft.com

Tim Norris, J!NX
Co-founder & COO
tim@jinx.com

EXPERIENCE

J!NX, Inc. in Poway, CA - jinx.com
August 2008 - July 2020

DIRECTOR OF LICENSING & BUSINESS DEVELOPMENT (April 2013 - July 2020)

- Lead product strategy across multiple categories, including apparel, accessories, and toys; a ~\$70M PnL.
- Ownership over all licensing partnerships across domestic and international accounts. Key partners included Microsoft, Activision Blizzard, and CD Projekt Red.
- Presented quarterly updates on performance, forecasting, and key learnings.
- Inspired internal teams to succeed through unrealistic deadlines and relentlessly high standards.
- Responsible for product category expansion into hardlines; adding a \$20M PnL.
- Directly managed a team of 3 subordinate employees, and mentored the most senior employee into a supervisory role.
- Negotiated new business terms and finalized contracts for all licensing deals.
- Consistently exceeded expectations with pitches, presentations, and proposals.

PRODUCT DEVELOPMENT MANAGER (August 2010 - March 2013)

- Owned product roadmap for brick-and-mortar retail, e-commerce, and events.
- Drove internal creative brainstorm initiatives, including content deep dives and product ideation, while clearly communicating category and channel parameters.
- Oversaw internal and external product approval systems, including design submissions, retail placement/tracking, and process for handling at-once opportunities.
- Championed emerging opportunities and new revenue streams to compliment core business segments; generating \$1M annually.
- Organized licensed e-commerce strategy including Amazon storefronts.
- Pioneered B2B Trade Show presence across all major NA and EU exhibitions; duties included booth design, merchandising, scheduling, and setup/take down.
- Inspired scalable manufacturing innovation and optimization for core categories.

PRODUCTION ARTIST (August 2008 - July 2010)

- Coordinated internal systems for product display, sales catalogs, and line sheets.
- Built internal system to elevate product photography, including marketing collateral, photo shoots, and e-commerce listings.
- Conducted routine product quality checks and audits at manufacturing facilities.
- Responsible for all preproduction art preparation and file submission.
- Presented results from key market and trend analysis to internal stakeholders.

Cypress Magazines in Kearny Mesa, CA - cypressmagazines.net
December 2006 - April 2008

GRAPHIC DESIGNER

- Responsible for website design/maintenance and online content strategy.
- Lead designer for editorial advertising and digital marketing.
- Creative direction for trade show collateral and newsletters.
- Managed all internal photography and digital image retouching.
- Organized internal internship program.