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## **EDUCATION**

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**Master of Business Administration**, August 2017 – May 2019  
Cox School of Business, Executive MBA  
Southern Methodist University, Dallas, TX

**Bachelor of Science in Radio-Television-Film**, August 2005 – May 2009  
The University of Texas, Austin, TX  
Major: Media Studies

## **EXPERIENCE**

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**Lagardère Active Enterprises** (*Licensing*), New York, NY  
Managing Director Americas and Vice President, September 2014 – December 2017

- Identified and negotiated new product licensing agreements, retail and wholesale, under the “ELLE” magazine and “ELLE Décor” magazine trademarks (*Li & Fung Products, Surya, C&A Brazil, Lise Watier Canada*); launched new product categories (cosmetics, furniture, ready-to-wear)
- Renewed and maintained existing partnerships across North and South America (*Kohl's, Sears Mexico, Falabella Chile, Peru & Colombia*). +\$200M annual retail sales
- Developed a business finder network with local publishers (*TVA Groupe* in Canada, *Abril* in Brazil and *Grupo Expansion* in Mexico)
- Office management (personnel, annual budgets & forecasts) and managed communication between agents, regional offices and Paris based headquarters
- Diversified the product portfolio, increased the geographical footprint and revived growth on the top and bottom line

**SND Groupe M6** (*Film distributor*), Paris, FR  
Head of Acquisitions and Productions, January 2012 - May 2014

- Responsible for acquiring international pictures for distribution in France (theatrical, video, free & pay TV), between 6 and 9 a year, on a pre-buy basis (on script). Budgets ranging from \$25M to \$100M
- Handled projects analysis (over 800 scripts received yearly); business plans; minimum guaranteed, rights and back-end negotiations
- Managed “In-house productions” financing and packaging (\$12 to \$20M budgets)
- Attended every major annual movie market (Cannes, Toronto, Los Angeles, Berlin)
- Library catalog and lineup assessments, output deal negotiation
- Maintained a strong relationship/network with sales agencies, talent agencies and producers

Acquisitions Executive, August 2010 - December 2011

- Responsible for identifying and acquiring French and European films (€5M to €20M budgets)

Intern, January 2010 - July 2010

- Managed a pool of 15 “readers” (script allocation, deadline enforcement, salaries)
- Assistant to the acquisitions’ executives (market/festival organization, received their phone calls/messages)

## **SKILLS**

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Languages: French (native), English (fluent)

Bloomberg (BMC) certification, 2019. Proficient in MS Office