



## ELECTION BALLOT 2017 – LIMA BOARD OF DIRECTORS

Please indicate your choices and return your ballot to:

LIMA – Inspector of Elections  
350 Fifth Avenue, Suite 6410  
New York, NY 10118

or

Fax: 212-563-6552

The LIMA Nominating Committee has selected and is recommending to the membership the following slate of candidates for election to the LIMA Board of Directors:

JJ Ahearn, Managing Director – Licensing Street, LLC  
Marc Mostman, Partner – Striker Entertainment  
Celso Rafael, General Manager - Exim Character Licenciamento e Marketing Ltda.  
Steven Scebelo, VP, Licensing & Business Development – NFL Players Association  
Jamie Stevens, EVP, Worldwide Consumer Products – Sony Pictures Entertainment

Members may either vote for or against the proposed slate of candidates or, alternatively, write in their own choice of candidates which will be counted **provided** that they meet the criteria for selection of a member of the Board of Directors. Each candidate must have worked in the licensing industry for a minimum of five years and have actively participated in the affairs of the Association for at least one year during the past five years.

- ☐ I vote “yes” to elect the slate of candidates to the LIMA Board.
- ☐ I vote “no” to elect the slate of candidates to the LIMA Board.
- ☐ Instead of the specific candidate(s) proposed by the Nominating Committee, I vote for:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

To be tallied, your ballot **must** be signed and received at the LIMA office no later than **May 12, 2017**.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **LIMA BOARD CANDIDATE BIOS**

### **JJ Ahearn, Managing Director – Licensing Street, LLC**

JJ Ahearn currently serves as Managing Director of Licensing Street, a full-service licensing and consulting firm. Started in 2009, clients have included American Greetings, The Jim Henson Company, Paramount Pictures, National Geographic Kids, Penguin Publishing, MTV Networks and more. Over the past eight years, Ahearn has worked with more than 35 different clients and hundreds of partners/licensees. He previously held the positions of Director of Retail and Business Development for Nickelodeon Consumer Products and CBS Consumer Products, respectively.

Ahearn has been an active supporter of LIMA, presenting multiple LIMA webinars including *How to Build a Licensing Plan* and *What Makes a Merchandisable Property*, and speaking at seminars for Licensing University including the *Licensing 101* panel presentation. Ahearn continues to represent the licensing community, hosting a panel at Kidscreen on licensing, publishing articles in The Licensing Journal on strategy, and giving a licensing presentation at New York Toy Fair.

Ahearn would add value to the LIMA board, working with a wide range of members within the licensing community: licensors, licensees, manufacturers and retailers. Licensing Street's clients have also spanned the globe from London to Abu Dhabi, Thailand to Portugal. His first licensing deal was done in the late '90s while serving as General Manager of Memcorp Asia in Hong Kong (Memorex Electronics).

### **Marc Mostman, Partner – Striker Entertainment**

Marc Mostman is a founding partner of Striker Entertainment, a Los Angeles based licensing agency, and is an accomplished licensing and marketing executive with more than twenty years of experience in the entertainment licensing industry. Over the years, he has created full-scale merchandising programs for properties ranging from classic children's brands such as Disney, to movie franchises (The Twilight Saga, The Hunger Games), television shows (The Walking Dead, Doctor Who, Star Trek), animation (Astro Boy, Pac Man, Street Fighter), video games (Angry Birds, Five Nights at Freddy's, Resident Evil, Tomb Raider) and comic books (The Crow, Powers).

Mostman has worked in all facets of merchandising including sales, marketing, product development, business development, retail development and business affairs. Prior to becoming a partner at Striker Entertainment, he founded MOST MANAGEMENT, a boutique licensing agency, and previously worked at Viacom Consumer Products, the licensing division for Paramount Studios, as the Executive Director of Domestic Licensing. Mostman also served at the Walt Disney Company handling business development at Disney Interactive, and began his licensing career at Entertainment Licensing Associates where he was the Director of Licensing and Business Affairs.

He served two terms as a West Coast Regional Representative for LIMA, helping organize networking and licensing events in the LA area, and has been a speaker at Licensing University.

### **Celso Rafael, General Manager – Exim Character Licenciamento e Marketing Ltda.**

With 30 years of experience in the licensing industry, Celso Rafael is recognized as one of the most experienced and talented professionals in Latin America. He has contributed a great deal to the industry and Brazilian market growth over the years, and despite the everyday challenges represented by the country's macro economy, Brazil continues to be among the top licensing markets in the world generating significant sales at retail. Through the professional management of his licensing agency in Brazil and together with a group of collaborators fully dedicated to licensing, many IP's have been developed successfully, opening the way for success in medium-sized countries such as Colombia, Peru and Chile.

He is an active participant in trade shows such as Licensing Expo and BLE in London, and has served as a speaker in Korea for LIMA's activities. He has advised several companies, educating them about licensing and overall business across Latin America. He is an economist with great experience in budget management, marketing, and trends. He knows the region of Latin America as few know it, and understands the dynamics of the region, as well as its challenges and difficulties. Rafael would bring a valuable international perspective to the LIMA Board of Directors.

### **Steven Scebelo, VP, Licensing & Business Development – NFL Players Association**

Steve Scebelo's experience in the licensing industry would provide a unique viewpoint from the sports licensing sector, and includes experience with corporate brand licensing with a global leader (Coca-Cola). In addition, Scebelo was previously a principal in a boutique licensing agency, and believes in the power of networking and building strong and lasting personal and professional relationships.

Scebelo is an active member of LIMA via the NFLPA and has been involved in the licensing industry over 20 years. His experience and enthusiasm for the business of licensing continues to grow each year. Scebelo's activities include panelist at Licensing University in 2015 (Testing the Limits of Your Licensing Program) and 2017 (Basics of Sports Licensing); panelist at 2017 Licensing Summit (Sports Licensing: Building a Global Business); hosting a LIMA webinar in October 2016 (Shaping a Deal in an Ever Changing Marketplace), and is a Guest Lecturer at NYU Licensing course (2014 – 2017).

### **Jamie Stevens, EVP, Worldwide Consumer Products – Sony Pictures Entertainment**

Jamie Stevens has worked in the licensing industry for over 20 years and brings with her a wealth of experience and industry knowledge. She joined Sony Pictures Entertainment Motion Picture Group in June 2016 as Executive Vice President, Worldwide Consumer Products. Overseeing the Global Consumer Products and Licensing team, she leads the efforts to expand and capitalize on product and licensing opportunities from the studio's existing and new intellectual property, including the film franchises *Hotel Transylvania*, *Smurfs*, *Ghostbusters*, and upcoming films, *The Emoji Movie* and *Peter Rabbit*. A global marketing executive with expertise in consumer products licensing, retail marketing and development, and partnership marketing and promotions, Stevens has earned a reputation as one of the motion picture industry's leaders in developing and executing strategic, creative and profitable product and licensing programs.

Prior to joining Sony Pictures, Stevens served as EVP, Global Retail Marketing and Development at NBCUniversal, where she created the global campaigns for *Despicable Me/Minions*, which became a billion-dollar business with 600 licensees and over \$100 million in licensing revenue. Other successes include the *Fast and Furious* and *Jurassic World* franchises and international hits including *King Kong*, *Miami Vice*, *Curious George*, *The Hulk*, *The Cat in the Hat*, and *American Pie*. Stevens has also served in positions at Disney, The National Football League, Hasbro and Reebok.

She was a panelist at the NYC Licensing Summit in March 2017, and has supported many other industry activities.