

Vice President Licensing and Consumer Products

Objective:

To drive the commercialization and revenue growth of CSMG's college traditional sports and esports properties through production, sales, licensing, on-site sales and e-commerce of apparel and other merchandise in domestic and international markets

Responsibilities

- Develop strategic plans, short and long term, to meet and/or exceed budget for Licensing with regards to CSMG esports and traditional sports partners. Plans to include budgets, forecasts, etc.
- Pursue new business opportunities across CSMG verticals including, but not limited to, conventional licensing, Direct to Consumer, On-site sales, Direct to Retail/Bookstore (if relevant), etc.
- Conduct ongoing analysis of all potential licensing clients, traditional and esports, schools/conferences/associations, including, but not limited to: proposals, requests for renewals and amendments, annual business and marketing plans. Provide recommendations to CSMG leadership
- Work with and secondarily identify properties and licensees and conduct due diligence and/or analysis of markets, categories, proposals, business plans and financial impact. Generate new and innovative ideas for product licensing extensions for traditional and esports.
- Secure and collaborate with licensees to increase licensed product penetration and presentation in all approved channels (online/offline). Liaise and collaborate with licensees, venues and corporate brand marketing department
- Oversee forecasting and collection of royalties from licensees and affiliates/partners/venues due under licensing and ecommerce agreements
- Build out ecommerce website(s) for CSMG and its strategic partners including but not limited to Fan Food and media partners
- Track and Invoice licensee guarantee shortfalls, advances
- Call for agenda items for International weekly meeting
- Manage and integrate with all sports marketing agreements (e.g. Nike, adidas, & Under Armour and other categories)
- Oversee artwork review
- Create, develop, and manage license agreements/addenda
- Internal system auditing
- Select software, manage it and run reports as needed
- Other duties as assigned

Qualifications

- Bachelor's Degree
- 10-20 Years of experience in and around sports licensing, ecommerce, preferably with some experience in college
- Self-starter with entrepreneurial orientation
- Ability to select, manage and work with licensing software
- Attention to detail and ability to multi-task
- Strong leadership skills and ability to select/develop talent
- Knowledge of sports industry
- Excellent communication skills/ Team player