

# MANDY GREEN

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## Visionary Global Creative Director

### Driving Profitable Growth through Innovative Product & Marketing Strategies

**Award-winning collaborative creative business leader** with repeated success guiding cross-functional and performance-driven teams. Proven expertise in global consumer products, brand & category management, creative innovation, sales, marketing, merchandising, mobile gaming, apps and live events. Motivate, mentor, and mobilize creative teams and outside agencies in exclusive product programs. Adept communicator able to influence with passion, engage senior leadership, and build consensus across business segments.

#### Selected Career Highlights include:

- Overcame complex global business challenges and made high-stakes decisions by combining experienced-backed judgement, strong work ethic, and irreproachable integrity.
- Managed licensee creative portfolios from Halo to evergreen and emerging brands generating over \$500 million at retail.
- Rapidly increased market penetration and revenue growth with hands-on creative talent for building global teams.

## PROFESSIONAL EXPERIENCE

**MATTEL**, El Segundo, CA

2022 - 2024

### Global Creative Director

Creative Director for franchise consumer products on Mattel's \$1B brands - Barbie, Monster High and Polly Pocket. Worked directly with senior management and external partners developing brand right strategy for all global licensed partners, style guides, apparel and hardlines product development and marketing executions.

- Led 8-person creative team. Key creative lead on Barbie movie launch - introduced best-in-class creative, expanded categories, mobilized new retail programs and set up new organizational systems for global product development, generating \$150M in additional ER.
- Formulated holistic, multi-category product lines and partnered across the divisions of leadership teams on ROI and influencer plans.
- Ensured scale and improved the product, content quality, and storytelling by reorienting the company around strategic priorities.

**MGA ENTERTAINMENT**, Chatsworth, CA

2019 - 2022

### Senior Product Global Design Manager / Associate Director

Developed global product strategy, product design, line development for L.O.L Surprise! Bratz, Rainbow High and Little Tikes properties. Drove cross-segmentation (design, creative, commercial, and marketing) for product strategy and integration. Crafted holistic, multi-category product lines and partnered with marketing leadership teams on PR and influencer plans.

- Built and led a 5-person creative team. Worked directly with SVP and VP of Global Consumer Products on all product development programs, delivering market-leading innovation, driving revenue, while capturing market share globally.
- Aligned initiatives from concept to delivery and managed complex licensing creative products from concept to retail/marketing executions.
- Mentored and improved team performance with new processes, piloted exclusive retail programs for Walmart and Target generation \$30M+ in additional ER. Expanded exclusive halo partnerships programs including Puma, Revolution, General Mills, Crocs and Outright Games.

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## **NBC UNIVERSAL/DREAMWORKS ANIMATION**, Universal City, CA

2013 - 2018

### **Senior Global Product Design Manager / Manager North America Product Design**

Promoted from Manager to Senior Global Manager. Provided end-to-end management and oversaw a high-performing team, generating \$20M in annual retail sales. Oversaw product and concept development; market introduction and penetration; and lead generation for entertainment mega brands: Jurassic World, Fast & Furious, Trolls, Shrek, Minions and Dragons. Led licensing pitches with internal and external C-level executives and built long-term relationships across key business segments.

- Led a 3-person creative team. Increased sales 12% YoY and earned revenue through constant new product development and consistent market penetration.
- Creative lead for Grinch 1# Holiday Bark Box generating additional \$650K+ in revenue.
- Led full product development cycle for top-tiered CPG companies: Walmart DTR, Colgate, Kraft, General Mills, Bayer, Pez and L'Oréal.
- Key creative driver for Trolls and Minion retail hardlines merchandise licensing programs (Macy's, Walmart, Target and Kohl's) for additional \$1.5M revenue. Executed global brand consistency, style guide creation, reviewing 3,500+ submissions for packaging, digital marketing, retail programs and product.

## **THE WALT DISNEY COMPANY**, Glendale, CA

2008 - 2013

### **Lead Design Management**

Consumables and multi-property hardlines for Disney, Marvel, Star Wars and Pixar franchises. Managed the full life cycle of product line with a focus on performance metrics.

- Led a 2-person creative team. Designed and deployed exclusive annual Target's Mickey Mouse seasonal endcap, securing an additional \$4M in additional revenue.
- Oversaw product and concept development, market introduction, and penetration for consumable programs, including Health, Beauty, Diapers, Food and Pets, generating YoY 10% growth.
- Nominated by Disney Senior Executive team to the Disney Leadership Institute.

## **TEACHING**

### **FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)**, Los Angeles, CA, **Marketing Instructor**

2019 - 2020

### **ART INSTITUTE OF CALIFORNIA HOLLYWOOD**, North Hollywood, CA, **Design Instructor**

2009 - 2019

## **EDUCATION**

**Master of Arts (MA)**, Advertising & Communication Design, Syracuse University, Syracuse, NY

▫ Thesis: Marketing and Licensing Products for Children

**Bachelor of Arts (BA)**, Communication Arts, Parsons School of Design, New York, NY

## **TECHNICAL SKILLS / AWARDS**

Adobe Suite: Photoshop, Illustrator, InDesign, Keynote, Microsoft Office Suite, Smartsheet, Asset Manager

Winner | ISPA Beauty Product Award, Global Brands Group - Disney Monster Bath Set

Winner | Disney Compelling Product Award - PEZ Snow White Gift Set

Winner | Advertising & Design, Philip Morris Marketing Contest

Nominee | Best Product Award, Sweets & Snacks Expo - PEZ Jurassic World Gift Set