



**HIT entertainment**

**Andrea Carpenter**  
**Vice President, HIT Entertainment Canada**

Andrea Carpenter, Vice President, HIT Entertainment Canada, oversees the management of consumer products, broadcast relations, home entertainment, publishing, retail development and marketing activities in Canada for HIT's portfolio of classic preschool brands, including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™* and *Thomas & Friends™*, among others.

Ms. Carpenter has been with HIT Entertainment since the inception of its Canadian office in 2002, and was instrumental in the creation and start up of the regional office and recruitment of its team. Immediately prior to her current position, she served as Senior Director of Consumer Products and Retail Development, HIT Entertainment Canada, and prior to that, she was Director of Sales and Marketing for HIT's Home Entertainment Division.

Before her tenure at HIT Entertainment, Ms. Carpenter was Director of Sales and Marketing at Kids Motion, a leading Canadian children's video company. Before that, she served as National Sales Manager at Somerville House Publishing in Toronto.