



HiT entertainment

Gabriela Arenas

**Vice President, US Consumer Products – Thomas Division & Latin America,
HiT Entertainment**

Gabriela Arenas has more than 17 years experience in marketing and licensing for popular kids' brands and currently serves as Vice President, US Consumer Products – Thomas Division, and Latin America, HiT Entertainment. In this role she oversees all consumer products licensing for *Thomas & Friends*[™] in the US. She is also responsible for launch and development for all HiT properties in Latin America, forging licensing deals, developing retail programs and promotions, and managing the live events business for *Angelina Ballerina*[™], *Barney*[™], *Bob the Builder*[™], *Thomas & Friends*[™] and more.

Ms. Arenas has held several positions at HiT Entertainment, most recently as Vice President of Consumer Products and Retail Development, Latin America, where she successfully launched *Thomas & Friends* toys in Mexico through an exclusive retail program with Liverpool, the largest department store in the country. Ms. Arenas started at HiT in 2006 as Director, Brand Management, responsible for the creation and execution of US marketing strategies for the *Barney* and *Bob the Builder*[™] brands.

Prior to joining HiT, Ms. Arenas served in numerous positions at Mattel, Inc. As Marketing Director for Fisher-Price Character Brands, Ms. Arenas was in charge of US Brand Marketing Operations for *Barney*, *Sesame Street* and Warner Brothers. In that role, Ms. Arenas negotiated rights to new business categories for Fisher-Price with licensors and retailers, and these initiatives subsequently resulted in significant increases in revenue.

Prior to that, she served as Senior International Marketing Manager, Mattel Inc., where she established an international marketing department and was responsible for planning international brand strategy for Fisher Price Character Brands.

Ms. Arenas received her BS from Universidad Anáhuac in Mexico.