



HiT entertainment

Jeffrey D. Dunn
Chief Executive Officer
HIT Entertainment

Jeffrey Dunn, CEO, HIT Entertainment, has been growing organizations and brands for more than twenty years. As CEO, he oversees all of HIT Entertainment's worldwide operations (which span television and video production, publishing, consumer products licensing and live events) and is responsible for the strategic direction of the Company. Additionally, Mr. Dunn is responsible for maximizing the Company's portfolio of award-winning classic preschool brands, including *Bob the Builder*[™], *Barney & Friends*[™], *Thomas & Friends*, *Angelina Ballerina*[™], *Fireman Sam*[™] and *Pingu*[™] and deepening its portfolio of children's entertainment through development and acquisitions.

Prior to joining HIT Entertainment, Mr. Dunn worked at Nickelodeon Networks as the Chief Operating Officer and the Chief Executive of Nickelodeon Film and Enterprises for more than 12 years. Mr. Dunn helped establish Nickelodeon Networks as both high growth and, according to industry experts, the most profitable business unit in all of entertainment. As COO, Mr. Dunn led Nickelodeon's start-up and expansion into international markets, new networks, including NOGGIN, and a wide range of new businesses beyond television.

Simultaneously, as Chief Executive of Nickelodeon Film and Enterprises, Mr. Dunn oversaw divisions operating in the feature film, consumer products, new media, magazine and book publishing, live theatrical, hotel, restaurant and theme park industries. Mr. Dunn is credited with building Nickelodeon Enterprises into the third largest licensing business in the world.

Previously, Mr. Dunn was in charge of marketing for one of the United States' largest banks. As the Director of Marketing, Mr. Dunn's strategies kept and grew the deposits for The Bank of Boston during the nation's banking crisis in the late 1980's.

Mr. Dunn began his career with Time Magazine, where he served in a variety of marketing and general management positions. His tenure encompassed both domestic and international activities and new product launches.

Mr. Dunn received his MBA from Harvard Graduate School of Business Administration where he was top in his class and his BA with honors from Harvard College.