



HiT entertainment

Natasha Fishman
Vice President, Retail Development
HIT Entertainment

Natasha Fishman, Vice President, Retail Development, HIT Entertainment, has 15 years of experience in sales and marketing, merchandising and strategic planning. In her current role, Natasha will implement and expand the retail development programs and promotions for the company's portfolio of classic preschool brands, including *Bob the Builder™*, *Barney™*, *Thomas & Friends™* and *Angelina Ballerina™*, among others, across all categories. In addition, Natasha will oversee all relationships with key buyers and marketers at retail.

Most recently, she served as Director, Retail Strategy at Sesame Workshop, where she led the development and execution of retail strategy for *Sesame Street*, as well as the introduction of *Sesame Beginnings*.

Prior to that, she was the Director, Merchandising – Online Stores at Scholastic, where she was part of the team that piloted the company's e-commerce efforts.

Natasha began her career at Federated Department Stores and held positions in management and buying with the Home Depot and 1-800 Flowers.com.

Natasha received her BA in Marketing from Fashion Institute of Technology.