



HiT entertainment

**Natasha Fishman**  
**Senior Vice President, Global Brand Management**  
**HIT Entertainment**

Natasha Fishman, Senior Vice President, Global Brand Management, HIT Entertainment, has 17 years of experience in sales and marketing, merchandising and strategic planning. In her current role, Ms. Fishman is responsible for the long-term planning and strategic direction for the *Angelina Ballerina™* and *Barney™* brands worldwide. Prior to her current role, Ms. Fishman served as Vice President, Brand and Retail Marketing, HIT Entertainment where she implemented and expanded the US-based retail development programs and promotions for the company's portfolio of classic preschool brands, including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™* and *Thomas & Friends™* across all categories. In addition, she also oversaw all relationships with key buyers and marketers at retail.

Before her tenure at HIT Entertainment, 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.

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

Ms. Fishman received her BA in Marketing from Fashion Institute of Technology.