



HIT entertainment

Rick Glankler
Senior Vice President, Global Brand Management
HIT Entertainment

Rick Glankler, Senior Vice President, Global Brand Management, HIT Entertainment has more than 16 years of Brand experience in entertainment, toy and consumer packaged goods, licensing and product development. In his current role, Mr. Glankler is responsible for the long-term planning and strategic direction for *Thomas & Friends™* and *Rainbow Magic™* brands worldwide.

Prior to his current position, Mr. Glankler served as Vice President, Licensing, HIT Entertainment, overseeing all U.S. consumer products licensing for the Company's portfolio of world-class preschool brands, including *Angelina Ballerina™*, *Barney™*, *Bob the Builder™* and *Thomas & Friends*. Under his direction, Mr. Glankler stewarded the *Thomas & Friends* brand into the #1 preschool property in the US (Source: The NPD Group / Consumer Tracking Service YTD Q2 2008).

Previously, Mr. Glankler served as Director, Hard Goods Licensing for HIT Entertainment. In this role, he developed and implemented product category strategies across all HIT brands and led both domestic and global toy partner relationships. Additionally, Mr. Glankler served as US Brand Director for *Bob the Builder*.

Prior to joining HIT, Mr. Glankler served as Senior Brand Manager, RC2. In this role, he managed new product development and integrated marketing campaigns for leading preschool licensees.

Mr. Glankler began his career in sales and marketing development for Frito Lay.

Mr. Glankler received his BS from Indiana University.