



HiT entertainment

Rick Glankler
Vice President, Licensing
HIT Entertainment

Rick Glankler, Vice President, Licensing, HIT Entertainment has more than 14 years of Brand experience in entertainment, toy and consumer packaged goods, licensing and product development. In his current role, Mr. Glankler oversees all consumer products licensing for the Company's portfolio of world-class preschool brands, including *Bob the Builder™*, *Barney™*, *Thomas & Friends*, and *Angelina Ballerina™*.

In his tenure at HIT, Mr. Glankler has been instrumental in leading *Thomas & Friends* to eight consecutive years of double digit growth and was responsible for *Bob the Builder's* US consumer products strategy, forging the master toy licensing agreement for this brand.

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 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.