



HiT entertainment

Sangeeta Desai
Chief Operating Officer
HIT Entertainment

Sangeeta Desai serves as Chief Operating Officer of HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners. HIT's portfolio of classic preschool brands includes *Angelina Ballerina*[™], *Barney*[™], *Bob the Builder*[™] and *Thomas & Friends*[™]. Based in London, Ms. Desai is responsible for the day-to-day operations of the company, including the Business Development, Global Brand Management, Consumer Products, Live Events, Marketing, Communications and Creative Resources teams across all territories around the world.

Previously, Ms. Desai was a Principal at Apax Partners, a private equity firm and owner of HIT Entertainment. In this role she was responsible for sourcing, evaluating and executing on investments in the media sector globally, with a particular focus on the entertainment and TV production sub-sectors. She worked closely with management teams of companies in the Apax media portfolio to enhance value through strategic, operational and financial initiatives.

Prior to joining Apax Partners, Ms. Desai was in the UK Advisory group of Goldman Sachs where she advised clients on M&A and corporate finance. Her earlier experience was with JPMorgan where she worked in investment banking and equity research.

Sangeeta Desai graduated with distinction from the University of California, Berkeley with a BS in Business Administration. She holds an MBA with Honours from the Wharton School of Business.