



## **CPLG Pullman appoints Oleg Zemskov as Director of Sales and Retail**

**London, 11<sup>th</sup> March 2019:** Russian licensing agency CPLG Pullman has appointed Oleg Zemskov to the newly created role of Director of Licensing Sales and Retail, effective immediately.

Prior to joining CPLG Pullman, Oleg held the role of Deputy Director of licensing for international projects at Marmalade Media, one of Russia's leading licensing agencies specializing in animation.

Oleg will report to Anna Artyukhova, who was appointed CPLG Pullman's Commercial Director in December 2018.

Ms. Artyukhova, said: "Oleg is a first-class manager, with the deepest market expertise and unique experience in building partnerships. I am confident his strong background in product licensing, as well as his deep knowledge of the industry, will be valuable assets for our clients and the growth of our business."

CPLG Pullman was formed in October 2018, when leading global licensing agency CPLG acquired a 49% stake in Pullman Licensing, a top Russian agency originally founded in 2015 as part of Trading House Gulliver and Co., one of Russia's premier toy and clothing manufacturers and distributors.

CPLG Pullman represents international licensors in Russia, the CIS and Baltic countries, including Viacom Nickelodeon, Paramount Licensing, SEGA, and emoji.

### **For further information, please contact:**

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### **About CPLG Pullman**

CPLG Pullman is one of the leading agencies in Russia, based in Moscow. It offers full-service licensing across all product categories with partners in Russia, CIS countries and Baltics, including brand and trade marketing, sales and accounting, finance and legal support, cooperation with customs and patent offices, creative, and product development. CPLG Pullman is the exclusive agent and strategic partner of Viacom Nickelodeon Consumer Products, Paramount Licensing, SEGA, the emoji company, Roi Visual, Santoro, Ludorum, and Russian animation studio KinoAtis.

### **About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. Owned by DHX Media ([www.dhxmedia.com](http://www.dhxmedia.com)) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach - Expert Common Sense.