



WILDBRAIN CPLG APPOINTS ALICE MARINOUS AS COMMERCIAL DIRECTOR AND DESPINA CHRISIDOU AS SENIOR RETAIL AND SALES MANAGER FOR GREECE

Licensing agency makes additional raft of hires across its regional offices

London UK – 5 March 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has made a pair of new hires for its Greece office. The two experienced industry executives joining the team are: Alice Marinou as Commercial Director, and Despina Chrisidou as Senior Retail and Sales Manager.

Marinou joins WildBrain CPLG following an 18-year tenure at The Walt Disney Company where she most recently held the position of Senior Licensing and Retail Manager for Fashion for 11 years. In her new role at WildBrain CPLG, Marinou will be responsible for driving the company’s activity and strategy in the region across its portfolio of brands. She reports into Maria Gurrieri, Managing Director at WildBrain CPLG Italy, Greece and Turkey.

Despina Chrisidou’s previous experience includes a tenure at Mattel Consumer Products as Country Manager for Greece where she was responsible for driving the company’s licensing efforts in the region. At WildBrain CPLG, Chrisidou will report into Alice Marinou and focus on categories including hardlines, publishing, and food and beverage.

Maria Gurrieri said: “Alice and Despina bring an outstanding level of expertise, knowledge and passion for growing franchises and we are very excited to welcome them to the WildBrain CPLG Greece team. We have a diverse and colourful portfolio in the Greek market, including brands such as Paw Patrol, Peanuts and Emoji to name just a few, and I look forward to working closely with Alice and Despina as we propel the success of all our brands even further.”

WildBrain CPLG is also boosting its wider international team with new hires across its territory offices, including: Urszula Anglik as Retail and Sales Manager for Central and Eastern Europe, who joins from FOX Networks Group; Abdel Yakoub as Sales Manager for Benelux, who joins from Libbey Inc; Ross Melland as Product Development Coordinator for Benelux, who has spent the last decade as an Art Director in advertising; Nayade Martin Perez as Retail Licensing Manager for Spain, who joins from fashion licensee Padma Textiles; and Artem Basharin as Licensing Manager for WildBrain CPLG Pullman in Russia, who previously worked in fashion retail.

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About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 40 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

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