



JENNIFER B. SULLIVAN

Jennifer (Bischak) Sullivan graduated from Freedom High School in 1993 where she was an honors student, Bulldog Express newspaper editor, and was active in chorus and high school musicals.

After graduation, Sullivan attended Edinboro University of Pennsylvania, earning a BA in music with a minor in communications and a certification in education. She privately taught voice and piano while working at the School of Drama at Carnegie Mellon University (CMU), studying vocal performance.

At CMU, Sullivan began developing skills in graphic design, creating and publishing marketing materials for the University. She also worked as a voiceover actress for commercials and local projects. In 1998, Sullivan was selected to attend the Cincinnati Conservatory of Music's Opera Theatre of Lucca, Italy.

Sullivan moved to Los Angeles in 1999 and began working with global agency Simon Marketing. Her team developed promotions for companies including Old Navy, Hallmark, and Toys "R" Us.

In 2001, Sullivan joined Showworks Entertainment and began working on a global rollout of digital projection in movie theaters. She spent the next five years at Creata, developing various marketing programs, promotions, and strategy for McDonald's, Kellogg's, and Vivendi Universal Games. Sullivan relocated to Chicago in 2005 and spent a year on Destiny's Child's final tour, overseeing a McDonald's-sponsored mobile promotion.

In 2006, Sullivan moved back to Los Angeles to join Emak Worldwide as Vice President of Youth & Family Marketing, managing Burger King kids' meal toy promotions in 60+ countries. While there she developed award-winning programs for *Iron Man*, *The Simpsons Movie*, and *Spider-man III*.

In 2008, she co-founded a licensing agency representing Paul Frank Industries, Emily the Strange, and Sony Music Nashville. The company procured 85 product licensees, national Target store placement, and two LIMA Licensing Excellence Awards in 2010 for Paul Frank and successfully licensed mobile phone cases for Paul Frank Industries, Star Wars, and tokidoki at Apple stores worldwide.

Sullivan joined memBrain as President in November 2010, overseeing global brand clients including Hasbro, Intel, Logitech, McDonald's, MillerCoors, Keds, and Samsung. She also began *The STORM Report*, a music magazine that identifies up-and-coming artists to marketers and music industry insiders.

In 2013, Sullivan presented at TEDx Chapman University and has since been a frequent panelist and speaker for universities and conferences worldwide on entertainment and branding. Sullivan was recently honored as a 2016 recipient of the T.J. Martell Foundation's Women of Influence Award for her achievements as a female executive in the music industry.

She is currently a member of Women in Toys, Step Up Women's Network, and Women in Technology International. She is also on the West Coast Advisory Board of Dress for Success Worldwide and will join the Leadership Board for the Toy Industry Association's PlayCon 2018 event.