



## **BIOGRAPHY**

**Christina Wootton**

**VP of Brand Partnerships, Roblox**

As VP of Brand Partnerships, Christina Wootton builds awareness and engagement for Roblox by establishing strategic long-term relationships with premier brands from across the world. These partnerships provide a unique and creative way for brands to engage and attract millions of fans through shared experiences in the Metaverse, drive new revenue streams and grow their audiences.

With more than a decade of brand partnerships and digital advertising experience, Christina has spearheaded creative partnerships with Fortune 500 companies and top brands including Gucci, Nike, Netflix, Universal Pictures, Disney, and Warner Bros. Prior to Roblox, she was the West Coast Sales Director at Stardoll Media where she led the entertainment vertical and partnered with movie studios and entertainment companies to create engaging content that allowed users to customize their avatars, shop for digital fashion items and interact with the brands' virtual characters and products.

Christina graduated from California State University, Long Beach.