

NCA ENTREPRENEUR

SAMANTHA FREEMAN

SEARCH START

July 2022

REGION

United States

LANGUAGES

English

25+ Years of
Experience

SELECT EXPERIENCE

- **Out of the Blue Enterprises** – Co-founder and CEO, children's educational media company.
- **Nickelodeon Consumer Products** – Vice President of Licensing and Merchandising.
- **Mattel Toys** - Product Manager, Barbie Dolls and Accessories
- **Cambridge Home** – Head of D2C e-commerce.

INDUSTRIES

Children's products and services
(e.g., toys, apparel, juvenile products, e-commerce, etc.)

EDUCATION

- **MBA**- Harvard Graduate School of Business Administration
- **BA** - Tufts University



SKILLS

LEADERSHIP

- Over 25 years managing teams in both corporate and start-up environments.
- Multiple senior executive roles at Mattel, Marvel and Nickelodeon
- Adept at establishing brand vision, inspiring and aligning teams to achieve ambitious goals.

ENTREPRENEURSHIP

- Co-Founded and built Out of the Blue from a start-up into an award-winning creator and producer of preschool properties.
- Monetized top-rated shows via content sales, sponsorships, licensing, merchandising and digital apps. Grew company to a \$50M P&L and negotiated a successful exit to a strategic partner.

INDUSTRY CREDENTIALS

- Functional expertise across the content-to-commerce spectrum: IP development, content production, licensing and merchandising, toy manufacturing, retail and e-commerce, marketing and social media.
- Broad and deep children's business experience: toys and games, apparel and accessories, home and seasonal goods, food and personal care, publishing, early learning programs, and live entertainment.

➤ For further information about Samantha's Search Fund, please contact: samantha.freeman@novastone-ca.com