

TOURING RETAIL, REIMAGINED

\$12M+ in Licensed
Merch Sales at Live Events

From licensing agreements to point-of-sale magic—how I led event merchandising that delighted fans and delivered results



THE CHALLENGE

HIGH STAKES. FAST TIMELINES.
NO ROOM FOR ERROR.

- Coordinated merchandising for 8+ live national events
- Navigated complex studio licensing approvals
- Managed inconsistent inventory systems across venues
- Needed to increase ROI and merchandising consistency

MY ROLE

LEADING EVENT RETAIL FOR TOP ENTERTAINMENT BRANDS

- Oversaw cross-functional merchandising operations
- Partnered with Warner Bros., Universal Studios, and Superfly
- Optimized store layouts and SKU assortments by audience
- Leveraged data insights to streamline product flow and forecasting

STRATEGIC EXECUTION

BRIDGING BRAND INTEGRITY AND CONVERSION

- Designed immersive merchandise experiences by theme
- Aligned inventory and pricing with regional fanbases
- Led sourcing and staffing for high-traffic touring venues
- Ensured all merchandise met licensing and brand standards

RESULTS

BIG WINS FOR BIG NAMES

\$12M+ in merchandise sales
across 8 flagship events

+15% YoY growth through product and operations
optimization

25% boost in logistics efficiency with improved
workflows

LICENSING PARTNERSHIPS

POWERING FAN EXPERIENCES WITH
TRUSTED STUDIOS



- Managed licensing approvals for high-value merchandise
- Coordinated with global IP holders
- Maintained creative alignment while meeting legal and quality standards

PRODUCT MANAGEMENT INSIGHTS

PRODUCT STRATEGY AT THE SPEED OF LIVE EVENTS



Product mix must reflect both brand story and fan demand



Licensing precision is non-negotiable for major IPs



Event retail is agile, high-volume, and real-time



Brand consistency builds long-term trust and drives conversion

LET'S BRING RETAIL TO LIFE, TOGETHER

Whether you're planning a multi-city tour or launching licensed merch for a new release, let's talk about how I can help scale your vision.

[Let's Connect](#)

