



Media Alert, 7 March 2022

Laurent Fourcine appointed Commercial Director for WildBrain CPLG Italy

- Fourcine will lead the agency's team in Milan driving growth and strategic alignment across WildBrain CPLG Italy's portfolio of Entertainment, Lifestyle and Sport partners. He reports to Pau Pascual, VP Southern Europe, MENA & South Asia.
- Pau Pascual said: "Laurent brings a wealth of global experience and extensive expertise in the Italian market. We know his impressive breadth will be hugely valuable as we continue with the strategic evolution of our Italian office and our wider global expansion."
- Laurent Fourcine added: "WildBrain CPLG has a fantastic and varied slate of top brands, with rich heritage and on-trend propositions. I'm looking forward to working with Pau and the team to grow our Italian business and drive new opportunities for our partners."
- Fourcine was formerly Head of Licensing at Jakala Loyalty Agency, working with global partners including NBC Universal and National Geographic. Responsible for acquiring and managing all key brands, he supported partners across a wide range of markets. Prior to Jakala, Fourcine held roles at Disney, Giochi Preziosi and Warner Bros.
- WildBrain CPLG Italy's portfolio includes such renowned global entertainment brands as WildBrain's Strawberry Shortcake and Teletubbies, Peanuts, Mafalda, emoji®, Tetris, MGM's Pink Panther and SEGA's Sonic the Hedgehog.
- WildBrain CPLG Italy also represents Corporate & Lifestyle properties such as Harvard and Yale universities, the University of Southern California, acclaimed artist Romero Britto, fashion designer Agatha Ruiz de la Prada, automotive brand Motul and Swiss motorsport company, Sauber.
- WildBrain CPLG Italy is one of the agency's 16 offices worldwide, including the UK, Benelux, Nordics, France, Germany, Spain, Hungary, Poland, Greece, Turkey, Russia, India, the Middle East and the US.

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