

MARK WIESENHAHN

German origin: *Wiese:*(n) yard, meadow, or farm. *Hahn:*(n) rooster or hen.
A free-ranging creative always on the lookout for problems to solve, products to design, businesses to build, stories to tell, and consumers to engage, entertain, and empower!

Pronunciation: "weeze-n-hon"

A proven creative leader with experience designing, developing, and implementing successful global products, programs, and stories. A problem solving partner who connects brand centric strategies, stories, products and experiences to seamlessly engage, entertain, and empower their consumers.

Who thrives in and works to create fun, collaborative, dynamic, risk-taking, idea and results driven teams that aren't afraid to take creative leaps...I always pack an extra parachute.

WHO?

VERSATILE
CURIOUS
LEADER
CREATIVE
INNOVATOR
STORYTELLER

SELECT ACCOMPLISHMENTS

Global Property Development & Creative Brand Management

Created and managed Hasbro's Global Property Development Team

After Hasbro made the strategic pivot from a toy and game manufacturer to a branded entertainment company, I led the development team charged with envisioning and executing a total brand development process centered around our brand story. Leveraging this process my team set the brand's creative vision, strategy, and story which activated the brand's commercial blueprint. We worked with all brand partners to align their products and expressions against the blueprint (including core toy and game products, digital games, entertainment, publishing, and licensed goods).

Our branded entertainment development process drove the successful launches of the My Little Pony, The Littlest PetShop, Transformers, Transformers Rescue Heroes, Chuck and Friends, and Kaijudo entertainment brands. We also created 5 year story, transmedia, and commercial roll out calendars for all of our entertainment brands.

Brand Innovation & Re-Invention

TONKA

Re-Built the 75-year old Tonka Brand to both revitalize the US market and launch internationally by creating the "Built for Boyhood" campaign and the supporting commercial strategies (core toy, licensing, publishing, promotion, digital).

To support the new brand strategy, created a new pre-school character brand for Tonka to personified the brand. "Chuck the Truck", and his 4-wheeled friends brought the sandbox of young boys imaginations to life, inspiring them to get going, get dirty, and get to work!

My Little Pony

Re-built a successful preschool brand into a more powerful and profitable global story brand. We identified the brand's core tenet of "Magical Friendship", and reimagined it thru new characters, laugh-out-loud humor and adventure targeted to girls of all ages.

Produced over 200 episodes of entertainment and \$1B in total commercial revenue.

Grew the Girl's Entertainment Portfolio from \$125M to over \$500M in 3 years.

Grew the Pre-School Entertainment Portfolio by \$50M in the first year.

The "Built for Boyhood" campaign and supporting product grew total brand revenues from \$55M to \$200M in 3 years

The Chuck and Friends brand generated over \$500M in lifetime sales

The My Little Pony brand grew over 25%/yr for the first 5 years following this new strategy/story. Expanding into mini dolls, fashion dolls, digital gaming, comics, etc.

NOW

PLAYMARK DESIGN LLC 2017 - Present

A design and innovation consultancy collaborating with clients to create their brand story and express it thru new products and experiences.

www.PlayMarkDesign.com

The Free Range ARTisan 2013 - Present

A free ranging art studio specializing in creating custom art and artifacts designed to warm your home and heart.

www.FreeRangeARTisan.com

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THEN

HASBRO Inc.

Vice President Girls Entertainment Brands (2012-2014)

Led the team responsible for core toy and brand design/development

+ My Little Pony, The Littlest Petshop, Care Bears, and Pound Puppies

Responsibilities included setting creative brand/product vision and strategy, story mapping, product planning, design, and execution.

Vice President Global Property Development (2009-2012)

Led the team responsible for transmedia story development, setting the brand's creative vision, commercial blueprint, and transmedia calendar for Hasbro's portfolio of entertainment brands.

+Transformers, My Little Pony, The Littlest Petshop, Tonka, Magic the Gathering (Kaijudo), Playskool, Jem, Action Man, Stretch Armstrong

Responsibilities included setting the brand's creative vision/blueprint, creating the Brand Bible, supporting and aligning all development partners to execute against the creative blueprint and transmedia calendar.

+Key Categories: movies, TV shows, licensing, core Toy/Game, publishing, and digital gaming

Vice President Playskool Pre-School (2007-2009)

Led the preschool design team responsible for products/concepts for role-play, Mr. Potato Head, Kota and Pals, and Tonka.

Creative Director Hasbro Properties Group (2001-2007)

Led a creative team within Hasbro's Licensing Group responsible for developing brand stories, property development, and entertainment to maximizing brand commercial potential.

Brands supported: Tonka, Monopoly, Trivial Pursuit, Littlest Petshop, Nerf, Clue, Candyland, Playskool, Duel Masters

Responsibilities included brand story telling, brand asset creation, creative briefs for publishing and digital gaming, producing animated videos and series entertainment

Creative Director Hasbro InnovationWORKS (1997-2001)

An internal product invention and innovation team providing new concepts and inventions for all Hasbro's business units. We partnered with leading technology inventors/companies to introduce them to the toy/game industry develop concepts to leverage their technologies.

+Technology Partners included: Apple, Microsoft, Intel, IBM, MIT, iROBOT

Design Director Tonka (1995-1997) Pawtucket, Rhode Island

Led the design team responsible for developing the Tonka branded toys.

Design Manager Boys Entertainment Brands (1992-1995) Cincinnati, Ohio

Hired as a Staff Designer and rose to Design Manager. Developed products and concepts for Hasbro's male action portfolio.

+Batman Animated Series, Superman Animated Series, Star Wars, Shaq, Nerf, Gargoyles.

Managed 1M outside service budget. 500m Portfolio

Launched Equestria Girls product and property

Managed Property Development for...

TV Series: Chuck and Friends, My Little Pony, Littlest Petshop, Pound Puppies, Care Bears, Transformers Rescue Bots

Movies: Battleship, Transformers

Managed \$1.3M in outside service budget

EDUCATION

1992 University of Cincinnati

Bachelors of Arts in Industrial Design

2000 Executive MBA program Tuck School of Business

Dartmouth University

HOBBIES & INTERESTS

Coaching, cooking, painting, ping-pong, finding new uses for old things, biking, hiking, exercise, basketball, and...