

London UK – 17 March 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, is expanding its Commercial Sales Department in Germany with two new hires: Sarah Rosenstock has been appointed as Commercial Director and Lisa Gruczek as Senior Sales Manager.

Sarah Rosenstock returns to WildBrain CPLG from the in-house licensing agency of Hubert Burda Media KG where she held the position of Head of Brand Cooperations and led the brand licensing sales division. Prior to this, Rosenstock held roles at ProSiebenSat.1's SevenOne AdFactory, Burda Intermedia Publishing and also at WildBrain CPLG. In her new role at WildBrain CPLG, Rosenstock will be responsible for driving the company’s activity and strategy in the German market across its portfolio of brands. She reports into Sibylle Gondolf, Managing Director at WildBrain CPLG Germany, Austria and Switzerland.

Lisa Gruczek joins WildBrain CPLG following a six-year tenure at Hubert Burda Media KG where she helped build the brand licensing division for an array of publishing, lifestyle, design and celebrity brands. Prior to this, Gruczek held roles at Alex Springer AG and Colosseum Music Entertainment. At WildBrain CPLG she will report into Sarah Rosenstock and support the Commercial Sales team, with a focus on the apparel and accessories, toys and games, publishing, and beauty categories

Sibylle Gondolf said: “With many years of experience in brand licensing between them, Sarah and Lisa are the ideal candidates to augment our Commercial Sales team in Germany. The pair bring a wealth of expertise as well as exciting new ideas, and I’m confident they will both play a crucial role in driving forward the success of our growing brand portfolio in the region.”

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**About WildBrain CPLG**

WildBrain CPLG is one of the world’s leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 40 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals