

SHANNON SPISAK ELEVATED TO VICE PRESIDENT OF MARKETING AND COMMUNICATIONS OF DR. SEUSS ENTERPRISES

Leading Global Children's Entertainment Company Also Welcomes New Hires Vienna Downes, Jimeka Broussard and Raquel Ojalvo as Part of Continued Expansion

April 6, 2022 - Dr. Seuss Enterprises, a leading global children's entertainment company, today announced the promotion of Shannon Spisak to her new role as Vice President of Marketing and Communications. Spisak, who previously held the role of Senior Director of Marketing and Communications, will spearhead all marketing-related activities for the company. Additionally, Dr. Seuss Enterprises is expanding their management team with the new appointments of Vienna Downes, Jimeka Broussard, and Raquel Ojalvo into positions within retail and licensing, on the heels of an immense year of growth for the company.

Spisak will report directly to the CEO & President of Dr. Seuss Enterprises, Susan Brandt, and will be involved as part of the DSE executive management team, helping to move the business forward while continuing to support its strategic vision. Additionally, Spisak will play a key role in helping to develop the company's product, marketing, creative, social media, and business plans. As an industry veteran, Spisak will continue to help the company evolve and expand the Dr. Seuss brand platform, while developing strategic, 360-degree marketing programs that create excitement, retail opportunities, and collaboration moments with key partners.

"I am excited and honored to be elevated to this role at Dr. Seuss Enterprises," said Spisak. "It's an incredible time to be at Dr. Seuss Enterprises and with these new responsibilities, I am looking forward to helping our beloved property grow even further."

Additionally, three new hires have been announced at Dr. Seuss Enterprises. Vienna Downes will join the team as the Senior Director of Licensing and Sales, leaning on her extensive experience in orchestrating winning business initiatives and innovative licensing programs. Raquel Ojalvo is also joining the team as the Director of Retail Sales. She brings 10+ years of experience in entertainment licensing and sales, focusing on new business development and category management. Jimeka Broussard has been hired as Licensing Manager, and brings to the team a background in budget, product, and contract management that has propelled her performance to deliver best-in-class results. These new hires mark a moment at the organization of not only increased growth, but one that will put Dr. Seuss Enterprises in a strong position with a talented and strategic team of professionals.

CEO & President of Dr. Seuss Enterprises, Susan Brandt stated, "Shannon has shown an impressive ability to not only manage and lead our team members to success but has also been a force of creativity and innovation. I am also thrilled to welcome Vienna, Jimeka, and Raquel who come from impressive backgrounds and each with the skills to help propel Dr. Seuss Enterprises to even greater heights."

About Dr. Seuss Enterprises

Dr. Seuss Enterprises is a leading global children's entertainment company focused on promoting literacy, education, self-confidence, and the wonderful possibilities of a child's imagination through the works of Dr. Seuss. The company was established in 1993 and is based in San Diego, California. Global endeavors include publishing, film, TV, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. For more information about Dr. Seuss Enterprises, visit [Seussville.com](https://www.seussville.com), or follow on [Instagram](https://www.instagram.com/drseussenterprises).