

CHRISTINE BLUMBERG

Principal



Ravensburger FX Schmid USA, Inc.

Director, Licensing and Regional Sales

- Managed the #1 sales group for both Ravensburger and FX Schmid puzzle and game product lines
- Sales in excess of \$2 million
- Secured major book, television and film properties for product lines including Star Trek, Thomas the Tank Engine, Curious George, Madeline and more.



Walt Disney Records

National Sales Manager, New England Region

- Increased business 47% to \$6 million in first year.
- Highest sales increase in U.S. territory
- Voted "Vendor of the Year" by Strawberries Records



Jim Henson Records

Director, Marketing

- Managed Jim Henson Records division via BMG Distribution (Bertelsmann Music Group).
- Developed market plans and sales strategies for record division.



Walt Disney Records

Marketing Manager

- Developed and executed marketing plans for the animation soundtrack division of Walt Disney Records including *The Little Mermaid*, *Beauty and the Beast*, *Aladdin*, *Winnie the Pooh* and more.
- Created and implemented major marketing campaigns with Nestle, Kelloggs, Burger King and more.

Bachelors Degree, University of New Hampshire, Durham NH

ASTRA, Board Member, 2015 – 2018

ASTRA, Incoming Chair, 2018