

AARON JOHN GREGORY Global Product Development & Franchise Leader

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Licensed Consumer Products • Hardlines • Collectibles • Global Licensing • Product Development • Creative Leadership

EXECUTIVE SUMMARY

Global Product Development and Creative Leader with more than 7 plus years of experience transforming world-renowned entertainment franchises into award-winning licensed consumer products. Extensive expertise leading end-to-end product development across hardlines, toys, collectibles, publishing, video games, and lifestyle merchandise while managing international licensing partners, product approvals, and cross-functional teams. Proven track record developing global licensing programs, administering high-volume approval systems, authoring franchise style guides, and delivering products that balance fan authenticity, commercial success, and long-term brand value.

CORE EXPERTISE

Licensed Consumer Products • Global Product Development • Hardlines • Toys & Collectibles • Product Lifecycle Management • Global Licensing • Product Approvals • MyMediabox • Digital Asset Management • Franchise Development • Packaging Development • Brand Stewardship • Cross-functional Leadership • Go-to-Market Strategy

TOHO INTERNATIONAL — *Product Development Manager / Brand & Creative (2019–Present)*

- Lead end-to-end global product development across hardlines, toys, collectibles, publishing, video games, lifestyle products, and apparel from concept through production.
- Own the complete licensed product lifecycle while partnering with global licensees and internal stakeholders.
- Serve as primary point of contact for product submissions, approvals, packaging reviews, and creative feedback.
- Manage hardlines product development with partners including Hasbro, Funko, Super7, McDonald's, Nike, Sanrio, Paramount, Atari, Stern Pinball, Magic: The Gathering, Fortnite, Call of Duty, Supercell, Santa Cruz, Budweiser, and Pabst.
- Partner with licensing, marketing, publishing, legal, and executive teams across Los Angeles and Japan to launch licensed products worldwide.
- Direct new collided character designs, story, creative direction, and successful mass market product campaigns for iconic IP mash-ups including: Godzilla x Sanrio, Godzilla x Transformers, Godzilla x TMNT, Godzilla vs Power Rangers, Godzilla x Sonic The Hedgehog, Godzilla vs the Marvel Universe, Justice League vs Godzilla, Godzilla vs Misfits.
- Create franchise style guides and global brand guidelines for multiple properties owned by Toho.
- Own and administer Toho's MyMediabox Product Approvals Portal and Digital Asset Management system, processing 10,000+ submissions and managing 20,000+ assets.
- Improved approval workflows and protected IP through counterfeit identification, contributing to recovery of more than \$4.5M in damages recouped utilizing New Alchemy Solutions.

AWARDS

- Gold Clio Awards (2024, 2025)
- Eisner Award (2025)
- International Licensing Excellence Awards Nominee (2025)

COTTON CRUSTACEAN — Founder | Creative Director | Product Development

Lead product strategy, sourcing, manufacturing, merchandising, packaging, pricing, inventory planning, and retail operations for a successful science and nature lifestyle brand.

FREELANCE CREATIVE DIRECTOR & ILLUSTRATOR

Selected clients include Smithsonian Institution, Discovery Channel, HarperCollins, IDW Publishing, Chicago University Press, Grove Publishing, Hammerhead AI, Palo Alto Junior Museum, Bloomsbury Publishing, Aquarium of the Bay.

EDUCATION

BFA Illustration (Valedictorian), Academy of Art University
Science Illustration Program, California State University Monterey Bay
Kubert School of Cartoon & Graphic Art