

Speaker Info:

**Name:** Mr. Charles M. Riotta

**Topic:** Licensing Trends for the Global and Asian Markets

**Company:** International Licensing Industry Merchandisers' Association (LIMA)

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## **CHARLES M. RIOTTO**

### **Biography**

Charles M. Riotta is President and CEO of the International Licensing Industry Merchandisers' Association (LIMA), the world's leading trade group for licensing professionals, with over 1,100 member companies worldwide. LIMA is recognized globally as the authoritative voice of the licensing industry.

Since 1997, Riotta has been in charge of the day-to-day operations of the Association. He oversees all LIMA programming around the world, serves as an industry spokesperson to the trade and consumer media, and manages LIMA's relationships with global trade show organizers in licensing and related industries. He is also responsible for interacting with the Board of Directors, which is represented by some of the world's largest corporations, entertainment studios and sports leagues.

Under Riotta's leadership, LIMA's global footprint has expanded significantly, with international membership growth of more than 90 percent. He has established LIMA offices in London, Munich, Tokyo, Hong Kong, Melbourne and Mexico City, as well as representation in five additional countries.

Riotta's global plan for growing the industry includes a far-ranging program of educational conferences, seminars and webinars under the LIMA umbrella or through strategic partnerships. This has been instrumental in the industry's unprecedented recent growth. In 2015, revenues from the sales of licensed merchandise reached an estimated US\$137.9 billion at retail in the United States, and approximately US\$251.7 billion worldwide, an annual global growth rate of 4.2%. Additional new programs are planned for Asia, Latin America and Europe in 2017.

Prior to joining LIMA in 1997, Riotta served as Executive Director of the International Recording Media Association and previously as Marketing Director and Executive Director of the Toy Manufacturers of America, Inc. He is currently a member of the Board of Directors of the New York Society of Association Executives.