



**Debra Joester**  
**President & CEO**  
**The Joester Loria Group**

Debra Joester is the architect of dozens of award-winning strategic brand extension programs as well as licensing innovation in entertainment, emerging sectors and special events.

Debra held the position of President at Hamilton Projects, Inc. for 10 years, during which time she led the New York-based international licensing agency to its top position within the industry. She was responsible for the licensing success of the firm's most important programs including the Jeep, Chrysler and Dodge divisions, Dr Scholl's, Miller Brewing Company, The United States Postal Service, Coppertone and other blue chip accounts. At JLG, Debra continued to drive the global success of the Jeep brand for over a decade, and developed brand extension successes for Discovery Channel, Animal Planet, Pepsi, Mountain Dew, the Constellation beer brands including Corona and the Kellogg family of brands.

In the entertainment arena, Debra was early to recognize the potential of pop culture breakouts, "South Park" and Aaron Spelling's "Beverly Hills 90210", and established successful billion-dollar global licensing programs that broke new ground. In 2001, Joester developed and executed the strategy that re-launched Care Bears resulting in \$3 billion in sales for the brand.. Simultaneously Debra has elevated the global licensing success for The World of Eric Carle, and its centerpiece The Very Hungry Caterpillar.

In recognition of her contributions to the licensing industry, Debra was inducted into the Licensing Hall of Fame in 2014. She is a frequent guest speaker at national and regional conferences, has served on the LIMA board of directors and as an officer for the organization.

Over the past ten years, Debra has actively supported a number of not-for-profit organizations that are primarily focused on children's well-being, and in 2007, Joester and her husband established The Shemesh Joester Foundation, committed to supporting children's health and welfare initiatives. Joester currently serves on the Board of K.I.D.S./Fashion Delivers.