

As President of Consumer Products and Chief Marketing Officer at Nickelodeon, Pam Kaufman oversees both business and franchise strategy for the brand's multi-billion-dollar global consumer products business. A dynamic leader who embraces transformation and innovation, Kaufman is the force behind some of Nickelodeon's most iconic, long-lasting franchises including SpongeBob SquarePants, Teenage Mutant Ninja Turtles and PAW Patrol. Her strategic vision, gut instincts and unwavering commitment to brand-building has led to some of the most groundbreaking partnerships in Nickelodeon's history. Most importantly, Kaufman ignites a high performance culture, creating an environment where team members feel empowered, respected and globally aligned.

Kaufman has parlayed her deep understanding of kids and families, and her franchise-building expertise, into a winning consumer products portfolio across all retail aisles and classes of trade. Through a powerful combination of extensive research and outstanding creative, Kaufman's teams deliver exciting and innovative products and designs for all demos and aisles in every market. Kaufman has also forged deep partnerships with top worldwide retailers, including Walmart and Target, and with leading licensing partners across all lines of business, including Mattel, Hasbro, General Mills, Random House and Global Brands Group USA, amongst others. In addition to cutting-edge co-brands, that include collaborations with some of the biggest names in fashion, sports and social media, including Jeremy Scott, Carmelo Anthony, Vans, NY lifestyle brand KITH, (RED) and teen sensation JoJo Siwa.

Kaufman has received acclaim from industry insiders: Advertising Age named her Entertainment Marketer of the Year, Brandweek made her Grand Marketer of the Year, and License Global put her on its list of Influentials. In 2016, she joined Multichannel News' roster of Wonder Women—an annual list of powerful and influential women in TV and communications who are making a difference for future female leaders. A passionate advocate for women and families, Kaufman is a board member of Bottomless Closet, a not-for-profit that prepares women for workplace success, and of the Pace Women's Justice Center.