



ROSA ZEEGERS
SENIOR VICE PRESIDENT
GLOBAL CONSUMER PRODUCTS LICENSING
MATTEL BRANDS

As Senior Vice President of Global Consumer Products Licensing, Rosa Zeegers oversees all licensing initiatives for Mattel's portfolio of brands including Barbie, Hot Wheels, Fisher Price and Polly Pocket among others. Rosa is a critical member of the management team that redesigned Barbie in 2009 and was responsible for all marketing activities supporting the Brand's incredible 50th anniversary marking a worldwide increase in sales.

Rosa has been with Mattel for eight years, previously working as Vice President Licensing for the US/Europe/Middle East/Africa (EMEA), Director of Marketing, Girls Toys, for Mattel's regional European headquarters overseeing EMEA, and Senior VP International Marketing and Consumer Products.

Prior to Mattel, she was Vice President of Brand Management for KLM Royal Dutch Airlines, where she oversaw all consumer touch points, including marketing communications, frequent flyer programs, in-flight experiences, cabin interior, ground services and more. Rose first began her robust career in marketing at Unilever working in various sales and marketing positions.

Currently, Rosa is a regular guest speaker at various universities across the country, teaching negotiation in different cultures. Additionally, she has a master's degree in Medieval German literature and is a certified translator and high school teacher.

Rosa serves on the Governing Council for the Ukleja Center for Ethical Leadership and she has actively led the advisory board through an extensive strategic planning process over the past three months.