

CASEY WISCONS

Licensing & Business Development Executive | Creative Operations & Product Strategy

(317) 430-1549 | Meridian Kessler, Indianapolis, IN | casey.wiscons@gmail.com | linkedin.com/in/caseyjo

PROFESSIONAL SUMMARY

Licensing and business development executive with 20+ years in creative, product development, and licensing strategy for a consumer products company. Experienced negotiating and managing global brand licensing agreements with partners including Coca-Cola, NASCAR, Activision, GM, Hallmark, The Beatles, Penguin Random House, and Sesame Street. Skilled in royalty forecasting and reporting, retail placement strategy, and building long-term relationships with licensors, manufacturers, and retail buyers. Regular contributor to executive-level strategy and decision-making, with a track record of translating brand partnerships into profitable, on-shelf product lines.

CORE COMPETENCIES

- Licensing & Contract Negotiation
- Business Development & New Partnerships
- Brand & Licensor Relationship Management
- Royalty Forecasting & Financial Reporting
- Retail Placement, Sales Strategy, E-commerce Operation
- Product Development & Creative Direction and Design
- Cross-Functional & Team Leadership
- Manufacturing, Compliance & Quality Oversight

PROFESSIONAL EXPERIENCE

TF Publishing

Managing Director – Creative, Design & Licensing

Indianapolis, IN

March 2021 – Present

- Lead licensing strategy and negotiations for the company, managing relationships with licensors, independent artists, and agencies while protecting brand standards and approval workflows.
- Own product strategy across calendars, planners, journals, and stationery, guiding trend analysis, concept development, and line planning for a competitive retail assortment.
- Direct financial stewardship of licensing programs, including royalty forecasting, quarterly reporting, and annual reconciliation tied to actual performance.
- Provide strategic leadership for the Creative & Design department, overseeing staffing, prioritization, and workflow across a cross-functional team.
- Equip sales teams with historical performance data, competitive analysis, and retailer placement strategy to support revenue growth; manage key e-commerce and wholesale retail accounts.
- Maintain operational excellence with manufacturing partners, defining product specifications, managing RFQs, and ensuring compliance with quality testing and certifications.
- Oversee digital presence and e-commerce strategy, including site design, product assortments, and marketing programs.

TF Publishing

Creative & Licensing Director

Indianapolis, IN

January 2019 – March 2021

- Negotiated licensing terms with artists, agencies, and major global brands, supporting the growth of the licensed product portfolio.
- Directed product innovation while ensuring quality, compliance, and cost-effectiveness across categories.
- Delivered sales and placement strategies to internal teams, supporting successful retail partnerships.

TF Publishing

Creative Director, Art Director & Senior Designer

Indianapolis, IN

May 2010 – December 2018

- Directed creative development and licensing approvals across all product lines, managing a team of designers.
- Managed licensor relationships and approvals across multiple product categories.
- Established new organizational systems and workflow improvements that reduced production inefficiencies.

EDUCATION

Bachelor of Arts – Graphic Design, Art History, Secondary Education

Marian University, Indianapolis, IN