



FOR IMMEDIATE RELEASE

Mad Engine Announces Retirement for SVP of Licensing, Cindy Levitt, Names Kelly Schulman as Replacement

August 24, 2022 (Irvine, CA) – Mad Engine announced today that its Senior Vice President of Licensing, Cindy Levitt, is retiring at the end of 2022. Levitt’s decision to retire concludes a remarkable career spanning more than 30 years in retail licensing. Levitt started her career as the first hired employee at Hot Topic, the retail chain specializing in pop-culture, clothing and accessories. In 2019, Levitt joined Mad Engine wherein she helped drive the company’s content strategy; oversaw negotiations with studios, musicians, artists and other IP holders; and assisted the executive team with managing licensor relationships.

“Mad Engine and the entire licensing industry has benefited from Cindy’s expertise in connection with both content and product,” said Danish Gajiani, Mad Engine’s CEO. “Mad Engine’s staff, board and our many licensing partners feel privileged to have worked with Cindy and benefited from her vision over the years.”



Mad Engine SVP of Licensing, Cindy Levitt to retire

“It has been my great honor and privilege to serve as the head of Mad Engine’s licensing function. I am proud of the organization we have grown into today. We have worked hard to provide product that resonates with our customers, promotes our licensor-partners’ content and in turn moves at retail,” said Levitt. “On a lighter note, I could not have imagined spending the last several years with a better group of people than my colleagues here at Mad Engine, I am eternally grateful.”



Kelly Schulman, new SVP of Licensing at Mad Engine

Mad Engine has named Kelly Schulman as its new Senior Vice President of Licensing. Schulman is a seasoned licensing executive, having overseen, managed and run the licensing department at Fifth Sun prior to Mad Engine’s acquisition of the company in July of 2021. Having spent the last year with Mad Engine, and the last 10 years in the licensed apparel industry, Schulman is familiar with Mad Engine’s business, its licensor-partners and its go-forward strategy. With Schulman at the helm, Mad Engine will continue to pierce and shape pop culture by obtaining the best content and creating product that takes big swings, appeals to the masses and connects with its customers in a meaningful way. In addition to these two internal changes, Mad Engine has also promoted Jessica Jordan to Vice President, who will be reporting directly to Schulman.

“While it is bitter-sweet to lose Cindy, we feel very confident with Kelly taking over the reins,” said Dean Allen, Mad Engine’s Chief Merchandising Officer. “We have worked closely with Kelly over the past year, and she has been an excellent addition to the team. We are very excited about Mad Engine’s future.”

About Mad Engine:

Mad Engine is a leading global apparel and accessories company that caters to all genders and sizes across a full range of licensed, private label, branded, and influencer/celebrity products. With an evolving omni-channel distribution network, Mad Engine services direct-to-consumer, e-commerce, mass retail, mid-tier, department stores and specialty retail. Mad Engine has facilities dedicated to design, innovation, customer service, sales, sourcing, quality assurance, and distribution strategically located around the world. For additional info, visit: <https://www.madengine.com>

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