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**MR. MEN.
LITTLE MISS.**
EST. 1971

“Small Gift, Big Smile.” It’s more than just a catchy phrase; it’s the foundation of everything we do, and we’re proud to say we’ve been creating smiles for over 60 years.”

Best known for global icon Hello Kitty Sanrio has created and licensed over 400 characters throughout the past 61 years. It is indeed not only home to superstar Hello Kitty, but a global brand concentrating on marketing classic characters like My Melody, Kerokerokeroppi, Bad Badtz-Maru, Little Twin Stars, Cinnamoroll, Pompompurin, Gudetama, the new entry Aggretsuko and the British icons Mr. Men Little Miss. Sanrio today joins forces with the most respected companies in fashion, streetwear, cosmetics, hi-tech and toys. Its business extends into the entertainment industry and includes the operation of several theme parks. Sanrio boasts an extensive product lineup, which is available in over 130 countries around the world.

Our EMEA business coordinates the development of licensing throughout Europe, Russia, Middle East, Africa, India and Oceania and worldwide for Mr. Men Little Miss. Sanrio Italy is part of Sanrio GmbH which is a subsidiary of Sanrio Co. Ltd. in Tokyo.

We have an open position for a permanent sales manager, based in Milan and working in an international environment as

International Licensing Manager (m/f/d)

Your Responsibilities

- Plan and execute Sanrio’s global and EMEA strategy, turning it into concrete business opportunities for the assigned territories
- Proven relationships networks, at all levels and across categories are key to this role across different businesses and within the licensing industry
- Manage already active licensees for the relevant countries
- Identify, pitch and secure new licensees that enhance the assigned countries areas growth in a substantial manner
- Be a game changer for the assigned role



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Our Requirements

- Degree in Economics
- Number/Financials driven attitude and budget management are essentials
- Relevant professional experience in a similar position, in agencies or licensing corporations
- Strong communication skills in English and Italian, both oral and written (IELTS 7.0 or TOEFL 95 points and above or equivalent)
- MS Office skills (Word, Excel, PowerPoint)
- Able to work independently and result oriented
- Collaboration and team spirit
- Love and passion for Japanese culture
- Enthusiasm and a smiling attitude are key
- Open to travel

What we offer

- Working for one of the legendary and worldwide renewed IP within the licensing business
- Working in an international business environment
- A welcoming and friendly team
- Mentoring and career development
- Reporting line to the Licensing Director
- A great working atmosphere

If you are interested in this fantastic opportunity and would like to find out more, please contact us via email and send your motivation letter as well as your CV to careers@sanriolicense.com. We look forward to hearing from you!