

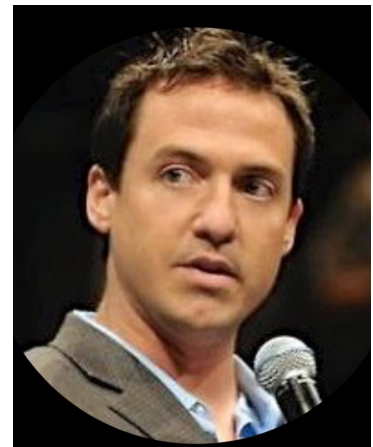


**FOR IMMEDIATE RELEASE**

## **Wicked Cool Toys Adds Herb Mitschele To Executive Team**

January 2, 2018 - Bristol, PA - [Wicked Cool Toys](#) has expanded its executive leadership team with the addition of toy industry veteran, Herb Mitschele, as Executive Vice President of Global Sales & Operations. Mitschele has enjoyed a storied career with top toy manufacturers and most recently as Chief Executive Officer and Co-Founder of Shodogg, a software company based in NYC.

Prior to running Shodogg for the past seven years, Herb thrived in myriad executive positions and toy industry roles over his almost two decade career, including in Sales, Marketing, Licensing, Operations and International Business Development. Mitschele held the positions of Chief Operating Officer at CDI, a division of toymaker JAKKS Pacific, and VP of International Sales at Playmates Toys, where Mitschele helped re-launch the Teenage Mutant Ninja Turtles toy brand internationally and built the business to become a top notch performer in over 40 countries. He has been involved with many of the toy industry's top brands, including Matchbox and Disney Princess, and has helped launch hundreds of industry leading products throughout his career, including Tekno the Robotic Puppy while at Toyquest, which went on to become "Toy of the Year." Mitschele holds his BA in Marketing from Rowan University.



Wicked Cool Toys' Co-Presidents Michael Rinzler and Jeremy Padawer said, "We are thrilled to have a seasoned executive of Herb's caliber join Wicked Cool's leadership team. As we prepare to launch our new Pokémon toy line and continue our rapid growth, Herb will take the helm of our Global Sales and Operations teams to help instill process and shore-up our infrastructure. The future looks even more amazing with this tremendous addition to our team."

### **About Wicked Cool Toys:**

Founded in 2012, Wicked Cool Toys (Wicked Cool Toys LLC/WCT) a leader in innovative play, creates, designs, manufactures and markets a dynamic, fun portfolio of licensed and owned-IP toys for all ages. WCT's portfolio includes global master toy partnerships with Pokémon (ex-Asia), Cabbage Patch Kids®, Teddy Ruxpin as well as key licensing deals with WWE®, Wild Kratts, MasterChef Junior, Blaze, Shimmer and Shine, and owned-IP Egg Babies, Cat Paw and My Girl's Dollhouse. Visit [www.wickedcooltoys.com](http://www.wickedcooltoys.com) and follow the Company on both Facebook, Instagram, and Twitter. [www.facebook.com/wickedcooltoys](https://www.facebook.com/wickedcooltoys) - @wickedcooltoys

###

### **Contact**

Janis Van Tine, Vice President  
GennComm for Wicked Cool Toys  
T: (818) 839-0117 E: [janis@genncomm.com](mailto:janis@genncomm.com)