

MANUEL TORRES PORT
Executive Vice President, Worldwide Consumer Products
NBCUniversal Brand Development

Manuel Torres Port oversees the NBCUniversal Consumer Products portfolio of franchises, such as, Illumination Entertainment Animation (*Despicable Me*, *The Secret Life of Pets*, and *Sing*), *Jurassic World*, *Fast & Furious*, *Pitch Perfect*, *Universal Monsters*, *American Ninja Warrior*, *Sprout*, and *Curious George*, among many others.

Torres was born and raised in Mexico City, though his mixed background—with a Polish/Russian Jewish mother and a Mexican Catholic father—gave him early insight into navigating the intricacies of tastes and interests at cross-cultural intersections. Torres lived in Mexico City for the first 30 years and got his career start as a CPA for Arthur Andersen. By the late 1980s, Arthur Andersen began to diversify its services and provided Torres an opportunity to expand his professional interests in sales and marketing consulting.

In pursuing this passion, Torres fully transitioned from his work as a CPA to serving as a tax auditor and consultant to help launch a confectionery distribution business in Mexico City. This was where he first began to realize his interest in consumer products market.

In the early 1990s, Torres concluded his four-year stint with Unilever Mexico where he worked on sales and trade marketing responsible for category management and merchandising for the personal-care division at Pond's Mexico working on brands such as Axe, Rexona, Pond's, and others.

Torres joined Mattel Mexico in 1994 where he created the trade marketing division and developed customized programs for all channels of distribution in Mexico as well as marketing for boys' toys and games. He then moved to Mattel's headquarters in the US where he oversaw trade marketing for international in addition to working on marketing and product development for the international boys and games portfolio. Torres also worked with all major licensors and helped launch brands like Max Steel globally. He was responsible for Hispanic marketing in the US and worked on content development for the boys' portfolio.

In 2002, Torres moved back to Mexico as head of Warner Bros. Consumer Products where he oversaw the entire DC, Looney Tunes, and Cartoon Network portfolio. And it was during his time with Warner Brothers that Viacom and Nickelodeon (a Viacom subsidiary) were looking to create a consumer-products business for Latin America. He transitioned to Nickelodeon in 2004 and moved to Miami to open MTV and Nickelodeon Consumer Products offices for Latin America. Torres moved to New York in 2008 as Head of Global Toys, Games and Publishing. Under his leadership at Nickelodeon, the company re-launched reimagined CG hit merchandise around the animated *Teenage Mutant Ninja Turtles* in 2012.

Torres serves on the board of directors of the Toy Industry Association, the first Latino on the board, Toy Industry Foundation, and Breastcancer.org.

Torres lives in Los Angeles with his wife and his two daughters.