

# MEET LIMA'S NEW PRESIDENT

## Maura Regan

### EXECUTIVE SUMMARY

- President, LIMA
- 20+ years in global licensing
- Fellow with US-Japan foundation
- Homebase is NYC

#### ON MY DESK RIGHT NOW

Lots of photos of my daughter, too many elephants and a bowl of clementines (though I wish they were gummies).

#### THE BEST ADVICE I EVER GOT

Assume positive intent.

#### MY THREE GOALS FOR 2018/19

LIMA's brand refresh, upgrade and redesign the website and create even more education offerings

#### MY FAVORITE EMAIL NEWSLETTERS

*The Skimm* and *Now I Know*, from my friend Dan Lewis.

#### WHO I'M FOLLOWING ON TWITTER

@TheOnion, @BuzzFeed, @GordonRamsay.

#### WHAT I DO WHEN I'M NOT AT WORK

Spending as much time as I can with family and friends.

#### IF I WEREN'T DOING THIS, I'D...

be working with female entrepreneurs in rural communities.

#### MY MEDIA MIX

NPR, Netflix, Flipboard, anything from Tim Ferriss.

