

**Michael Polis**  
***President, W!LDBRAIN Entertainment and EVP, Branded  
Entertainment & Consumer Products, DHX Media***

Michael Polis is President, W!LDBRAIN Entertainment and EVP, Branded Entertainment & Consumer Products, DHX Media. In addition to overseeing global operations for W!LDBRAIN Entertainment, he leads DHX Media's international licensing activities. Polis joined W!LDBRAIN as the studio's Chief Marketing Officer (CMO) in June, 2007. As CMO, Polis led and supervised unprecedented global marketing and licensing efforts on behalf of W!LDBRAIN's entertainment assets, including the groundbreaking series "Yo Gabba Gabba!" W!LDBRAIN Entertainment develops television, feature film, short-form programming and product and brand licensing initiatives on behalf of the studio's intellectual property.

Prior to joining W!LDBRAIN in 2007, Polis served as Senior Vice President of Marketing Worldwide at The Jim Henson Company, overseeing global strategic marketing initiatives for the entire Henson library, including "The Muppets," "Fraggle Rock" and "Labryinth." Polis received an Emmy nomination as an executive producer on "Kermit's Swamp Years." Before Henson, Polis was Executive Director of Marketing at Universal Home Entertainment, managing marketing of the home video catalog and releases such as "E.T.," "The Lost World: Jurassic Park" and "The Land Before Time."

Polis serves as a member of the executive committee for the Children's Programming Peer Group of the Academy of Television Arts and Sciences. He is also a member of the Producer's Guild of America's new media group.

He holds an M.B.A. from Northeastern University and resides in Los Angeles with his family.