



## **Naz Amarchi-Cuevas Named to Serve on the LIMA Board of Directors**

**COPENHAGEN** - A leading female force in global digital entertainment and brand development, Naz Amarchi-Cuevas, Head of Licensing at SYBO Games, has been named to LIMA's Board of Directors. Amarchi-Cuevas will begin her term July 1, 2018.

Nominated earlier this year, and voted on by LIMA membership, results were announced in May at the Annual LIMA Membership Meeting held prior to Licensing Expo. Nominees must demonstrate an enthusiasm and passion for the licensing industry, be an active LIMA member, and illustrate a proven commitment to the industry.

"I'm humbled and honored to join the LIMA Board," said Amarchi-Cuevas. "It's comprised of an incredible group of savvy professionals who have been working diligently alongside industry veteran Charles Riotto at the helm, and now to be led by the incredible Maura Regan who will take the reign as President of LIMA also on July 1st, and who collectively share an immense global perspective and know-how of the Licensing Industry."

Amarchi-Cuevas plans to bring her passion, international background and avid curiosity to the LIMA Board. "The industry is at a pivotal intersection: an ever-changing retail landscape, and a fan base accustomed to rapid consumption of bite-size entertainment, demand the industry to be strategic and create smart opportunities with partners," Amarchi-Cuevas added.

At SYBO Games, she is integrating the company and its top mobile gaming brand **Subway Surfers**, further within the entertainment space. Credited with combining the digital world of gaming with traditional consumer products at retail, Amarchi-Cuevas is determined to redefine how entertainment, technology and consumer products merge.

**Founded in 1985 and with more than 1200 corporate members in 40 countries, the International Licensing Industry Merchandisers' Association is the leading trade organization for global brand licensing. As the industry's thought leader, LIMA's mission is to serve as the main source for networking, information and education, and foster the growth and expansion of licensing around the world.**

### **About SYBO Games:**

SYBO Games is a Danish mobile games developer founded in 2010, known for the massive mobile hit Subway Surfers (published by Kiloo). Five years since the launch of the mobile game, Subway Surfers topped 2017's most downloaded mobile game in the world. Subway Surfers has been downloaded more than 1.8 billion times since its launch in 2012, with multiple titles for both iOS and Android. To find out more please visit <http://sybogames.com/>.

### **About LIMA**

LIMA - the International Licensing Industry Merchandisers' Association - is the leading trade organization for the global licensing industry. Founded in 1985, LIMA's mission is to foster the growth and expansion of licensing around the world and create greater awareness of the benefits of licensing to the business community at large. Members in over 40 countries enjoy access to an array of benefits, including extensive educational programming and worldwide networking events. LIMA is the exclusive sponsor of Licensing Expo, Brand Licensing Europe, Licensing Expo Japan, Licensing Expo China, and NYC Summit. Visit [licensing.org](http://licensing.org) for more information.

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