

**Karen Dertinger – Director of Licensing at The Ohio State University.**

The Ohio State University is an independent licensing program that regulates, promotes and protects the use of the university's name and identifying marks, both on and off campus. Karen is responsible for managing the Ohio State brand on products and services, university promotions and advertising, sponsorships, affinity programs and enforcement of the brand. In the past 25 years at Ohio State, Karen has witnessed program growth from \$70 million to over \$250 Million brand value at retail.

In addition to Licensing International and SPLiCE, Karen has been a long standing member of ICLA serving the Board of Directors for 8 years and now the immediate Past President of that organization.

Karen has one son newly navigating the working world in Chicago, has a golden retriever Winnie and is a born and raised Cleveland Browns Fan.