



## Kirsten Fallon joins Big Tent Entertainment



4 hours ago by [Jeremy Dickson](#)

New York's Big Tent Entertainment is welcoming **Kirsten Fallon** as its VP of global business development.

Fallon, who will be based in Big Tent's New York offices and will report to CEO **Rich Collins**, is taking the lead on the development of pop culture icon Domo and photo-personalized technology brand PixFusion in Latin America, Europe, Russia, Turkey, Middle East and North Africa. She will also be responsible for select global retail accounts for all Big Tent Entertainment brands.



Most recently, Fallon served as VP of retail marketing and development for the US at London-based Ludorum, where she spearheaded retail marketing for preschool property Chuggington.

With more than 20 years of licensing experience in brand management, sales, product and retail development, Fallon also worked for Peanuts Worldwide, formerly United Media, where she led retail strategy and development for Peanuts, Fancy Nancy, Beatrix Potter and Mary Engelbreit.

The move by Big Tent is timely given the worldwide growth of its Domo IP, which inked a raft of new licensing [deals](#) last August.

Tags: [Big Tent Entertainment](#), [Domo](#), [Kirsten Fallon](#), [Ludorum](#), [PixFusion](#)

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