



Michealene Cristini Risley

Michealene Cristini Risley is a dynamic business leader with a proven track record of launching brands into billion-dollar entities in consumer products and entertainment. She made her mark early on by spearheading some of the largest deals across a multitude of business sectors.

During her tenure at Sega of America, as the group director of a new licensing and entertainment division, Cristini Risley orchestrated a groundbreaking effort called the Sega Girls Task Force, which successfully tapped into the previously overlooked market of girls and video games. She was instrumental in turning "Sonic the Hedgehog" into a billion-dollar consumer products brand, producing over 100 hours of television for the franchise.

Recognizing her innovative business approach, Nike asked Cristini Risley to launch a video game division. As project lead, she advised Nike to focus on its core business while she leveraged the company's talent roster to create a billion-dollar business in video games featuring Nike-sponsored athletes, first with Tiger Woods, as well as Ronaldo, the Brazil soccer player.

As an entrepreneur drawing on her vast experiences and relationships, Cristini Risley created the first branded maternity line with Adidas and founded Fresh Water Spigot, a renowned consumer products licensing agency that has collaborated with major brands such as Mattel, Nike, and IMG. She has a strong background in negotiating complex deals, selecting strategic partners, and leading creative execution across various product categories.

Cristini Risley's multifaceted career includes significant roles at Marvel Productions, the Walt Disney Company, and work in film and television with companies like Disney, Fox, and Amblin Productions. She is an active member of industry associations such as The Writers Guild of America, the Academy of Television Arts and Sciences, and The Director's Guild of America.

In 2001, she formed a charitable organization focused on ending child abuse and human trafficking. Her work includes the award-winning film "Flashcards," which she wrote, directed, and funded. The film won the New York Film and TV Festival award for best short (Los Angeles), Best Cinematography from Calif. Independent Film Festival, and was screened at the Cannes Film Festival for shorts Due Jour. The film also qualified for Academy Award Consideration.

Cristini Risley's ability to "make things happen with tremendous success" continues to define her legacy as a visionary leader with the ability to create billion-dollar success stories across a variety of industries.