

# ITV Studios Expands Global Brand Licensing Team to Drive New Growth Opportunities

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## [Corporate](#)

ITV Studios is excited to announce the expansion of its Brand Licensing team, driving growth across its world-class portfolio of brands. Under the leadership of **Jurian van der Meer**, Executive Vice President of Brand Licensing, the team focuses on creating opportunities in merchandise, publishing, events, gaming, and brand integrations.

Joining **Steve Watling** (SVP of Gaming), **Kayla Bredewold** (VP of Brand Licensing), **Christina Lima** (VP of Brand Licensing) and **Leila Ahmed** (VP Brand Operations), are new team members **Lex Scott**, VP of Gaming; **Louise Black**, VP of Events and Attractions; and **Laura Cripps**, VP of Brand Integrations. Together, the team will lead the charge in bringing ITV Studios' most beloved brands to life

across new platforms and experiences.

ITV Studios' top brands drive a wide range of licensing opportunities. *Love Island*, the global reality TV sensation, continues to dominate, especially in the US, where it became the most-watched reality show of the year, making it ideal for merchandise, beauty collaborations, and events. *Hell's Kitchen*, with new seasons signed and available in several countries, remains a fan favourite under Gordon Ramsay, offering licensed kitchenware, culinary experiences, and food partnerships. Celebrating its 10th anniversary in 2025, the Emmy Award-winning *Schitt's Creek* will extend its current range with exclusive merchandise, fan events, and limited-edition collaborations. Next to these much loved brands, the team also represents *Murdoch Mysteries*, now in its 18th season, seeking to deepen its connection with loyal viewers with historical-themed collectibles and immersive experiences; the critically acclaimed police drama *Line of Duty* with opportunities for publishing, apparel, and interactive fan events; and *Brassic*, acclaimed British comedy, now available on Netflix UK.

This enhanced team is primed to expand the reach of ITV Studios' top brands, bringing innovative brand partnerships and experiences to audiences worldwide.

For more information or to schedule a meeting with the ITV Studios team at BLE London, please contact [brandlicensing@itv.com](mailto:brandlicensing@itv.com).  
<https://www.itvstudios.com/brand-licensing>

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## **About ITV Studios**

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across 60 production labels. Our global footprint spans 12 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster ITV and the ad-funded, free streaming home for ITV, ITVX.

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