

James Wagner, MBA

Marketing Lecturer, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Executive-in-Residence

Biography

You can contact James Wagner at James.Wagner@lmu.edu. Jim Wagner is noted as a brand architect, recognized for his expertise in positioning, marketing and growing new, and existing iconic brands in the sports, entertainment and technology sectors. Wagner's extensive background includes stints working with the L.A. Lakers, L.A. Clippers, CBS Sports, Ogilvy Advertising, Mattel, Belkin, MGA Entertainment and now as president of the Razor scooter company. Some of his team's major accomplishments include AME Gold Advertising awards, LIMA retail program of the year, TIME inventions of the year, Target vendor of the year, and leading the creation and marketing of the #1 selling franchise in the toy industry for three consecutive years.

Industry Expertise

Sport - Professional, Consumer Goods, Advertising/Marketing, Entertainment

Areas of Expertise

Global Expansion, Licensing, Product Innovation, Brand Strategy, Digital Marketing, Retail Marketing, Consumer Insights

Education

USC

MBA Marketing

California State University, Fullerton

B.A. Communications

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