



DREAMLAND

By Steven Beschloss Photography by Dave Lauridsen



Ken Markman

Entrepreneur | Los Angeles

Ken Markman has scored more than US\$2 billion in licensing deals, and marketed or licensed the rights to more than 450 movies and hundreds of hours of children's animation and television programming. A self-described "myth-maker of the storytellers," he came to California from New York in the 1970s, worked at a number of major film studios, then decided to follow his entrepreneurial instincts and launch KKM Global Brand Strategies 17 years ago. "I wanted to write my own story—and this is the place that lets me do that," says Markman, who also teaches marketing at the UCLA extension school.

While movie posters and one-sheets may be the lexicon of his trade, he's thought a great deal about how to give voice to the unique characteristics of LA and why it remains such a powerful lure. In short, this is a place "to dream things that never were," he says, where "fantasy fulfillment drives people," giving them the feeling that they "want to be something more."

True, this quest is riddled with the threat of rejection and failure. But Markman is deeply optimistic about his city's and state's continuing impact—and why the ambitious who hear the siren call can still succeed. "Talent always wins out," he insists. Talent and something more: "It takes passion, persuasion, persistence, personality, perseverance—and it's entirely personal."