



Jennifer Lynch
Content Developer
The Toy Association

As The Toy Association's content developer, Jennifer Lynch handles daily content for the Association's outgoing print and online communications. Her articles on toy trends, toy safety, and industry news can be found across trade and consumer publications around the world.

As an official spokesperson for The Toy Association, Jennifer chats with toymakers throughout the year to track developments impacting the toy aisles and kids' entertainment. She is interviewed frequently by national and local consumer and business media on toy trends and related topics. She has appeared on such outlets as Good Morning America, Fox & Friends, KTLA-TV, WGN Chicago, WNBC New York, Bloomberg Radio, and CNET as well as in print publications including Forbes, the Wall Street Journal, New York Magazine, and others.

She also served as the narrator for The Genius of Play's "Once Upon a Playtime" podcast, which invited listeners to rediscover the value of play through real-life, personal stories of actors, artists, entrepreneurs, and more.

Jennifer has more than a decade of experience covering the toy and kids' entertainment industries. Prior, she served as the editorial manager for aNb Media and its b2c review site TTPM.com, where she oversaw all digital and print communications, reviewed product, and co-hosted a web series conducting in-depth interviews with toy industry executives. She began her career in her home state of Pennsylvania, handling marketing communications for Penn State's art galleries (her alma mater).

She resides in New Jersey with her husband and energetic toddler.