

# 2024 Impact Report





# Letter from the President & CEO

## Dear Members,

2024 was a transformative period for The Toy Association™ — a year of momentum, innovation, and resilience. Thanks to your continued partnership and support, we have made significant strides toward a more connected, empowered, and impactful toy industry.

We made an important change to our mission, adding the phrase “*in service to our members*,” clearly pivoting the entire culture of our organization. From expanding our leadership and growing member engagement to confronting tariffs and enhancing industry experiences, The Toy Association is committed and better positioned to serve you — our valued members.

### Leadership and Strategic Vision

In 2024, we added seven new board members representing the breadth and diversity of our membership and launched the Chair/CEO Advisory Committee to guide our leadership team. We also expanded our senior leadership team with new talent to ensure we continue to respond proactively to the evolving needs of our members and the industry.

At the heart of our progress is our new 3-Year Action Plan, which redefines our priorities around five core pillars: Engagement, Experiences, Global Advocacy, Educate & Inform, and Give Back. *Please turn to page 4 for an overview of the plan.*

### Advocacy with Impact

In an increasingly complex geopolitical, policy, and regulatory environment, we have been your voice — and your champion. In 2024, we formed the Tariff Task Force to address rapidly changing trade policies, setting the foundation for round-the-clock tariff support and guidance, relentless

advocacy, and robust targeted media efforts in 2025.

We’ve also re-engaged with key state and federal lobby resources, enhanced our external counsel, and expanded our global leadership presence. The hiring of a seasoned chief policy officer for strategic policy and advocacy on behalf of the industry and the creation of strategic Centers of Excellence in Communications, Government Affairs, and Technical/International Policy ensure we are equipped with world-class internal and external expertise to meet the moment, serve our members, and stay agile for the future.

### Elevating Industry Experiences

We are proud to be the preeminent provider of industry and consumer experiences that unite our community. In 2024, we successfully planned and executed the LA Fall Preview marketplace in just eight months, with our new LA Toy Building set to open in August 2025. This space will be a dedicated hub for the toy community, aligning with global leaders to ensure efficiency and alignment around key industry events. With regular representation from all 50 states and roughly 100 countries around the world, Toy Fair® New York (paused in 2024 to prepare for a major return to Q1 2025) continues to evolve, solidifying its place as the industry’s cornerstone event. Additionally, People of Play™ is now part of The Toy Association, bringing renewed vibrancy to consumer engagement and inventor innovation. We look forward to even bigger activations in 2025.

### Strengthening Engagement

We know that meaningful engagement starts with listening. That’s why we re-established direct outreach between our leadership and members, created tailored quarterly forums for mid-size and emerging companies, and streamlined our



# Our Mission

The Toy Association's mission is to be a unifying force *in service of members'* creativity, responsibility, and global success, advocating for their needs and championing the benefits of play.

committees and task forces to be more focused and impactful. These efforts have already begun facilitating deeper, more relevant conversations, helping us identify emerging needs and fostering community and collaboration among peers.

## Informing, Educating, and Empowering

In 2024, we continued to provide information and resources in ways that were accessible, actionable, and tailored to your needs, laying the groundwork for expanded educational offerings through new certificate programs in areas such as advocacy, operations, and marketing, which we look forward to unveiling in the coming months. We're also continuing to invest in the next generation of toy talent through initiatives like the Young Inventor Challenge and partnerships with FIT's Toy Design Program, Otis College of Art & Design, and the University of Maryland.

## Giving Back in Bigger Ways

At the core of everything we do is our commitment to giving back through The Toy Foundation™ (TTF). In 2024, TTF delivered more than \$35.5 million in toys to over 3 million children — a 466% year-over-year increase. We provided emergency relief to families affected by hurricanes and wildfires, and we are now funding playrooms at 23 children's hospitals nationwide.

## Looking Ahead

2024 was about building a strong foundation. 2025 has already been about accelerating forward and focusing on what lies ahead — from finding a final resolution to the tariff policy impacting every company, to opening the new LA Toy Building and hosting groundbreaking global events, with more announcements to come.

On behalf of our entire team and Board of Directors, thank you for your continued trust, involvement, and commitment to our industry. Your passion fuels our mission. Your support powers our progress. And your belief in the power of play inspires everything we do.

The Toy Association exists to be of service to its members and the global toy industry. We will continue to work tirelessly every day to deliver on that promise.

Greg Ahearn  
President & CEO  
The Toy Association

# 3-Year Strategic Roadmap:



## Driving Impact Across Five Core Pillars

In 2024, The Toy Association established a Three-Year Strategic Plan to support the growth and success of the global toy and play community. Anchored by five core pillars, the plan serves as the roadmap for our efforts to be the unifying force that works in service of members and the broader toy industry.

### Pillars

### Goals



#### Global Advocacy

*Be the leading international association and foremost resource for protecting and promoting members' interests across all key policy, legislative, and regulatory issues around the globe.*



#### Experiences

*Serve as the preeminent provider of experiences that attract and connect the diverse toy and play communities that drive our industry forward.*



#### Engagement

*Be a unifying force for members and relevant stakeholders to foster collaboration, alignment, and value creation.*



#### Inform & Educate

*Empower members, consumers, and aspiring professionals with actionable information and educational programs that enhance the overall toy and play industry.*



#### Giving Back

*Leverage Toy Association resources and relationships in service to The Toy Foundation's focused vision: To give every child the opportunity to experience the comfort, joy, and extraordinary benefits of play.*



# Global Advocacy

## Protecting & Championing

Advocating on behalf of the toy industry is a cornerstone of The Toy Association's mission. In 2024, our Global Government & Regulatory Affairs team advocated at home and abroad to protect the U.S. toy industry from harmful legislation, advance toy safety, and support toy industry growth. A strategic, internal restructuring led by The Toy Association's new chief policy officer established three Centers of Excellence (CoEs): the Safety Standards, Technical, and Regulatory CoE; the Government Affairs CoE; and the Communications CoE. These CoEs serve to consolidate expertise, elevate our impact as an Association, and strengthen our ability to influence policy and regulations.

### Federal Advocacy

*From trade and safety standards to extended producer responsibility to IP, we made significant strides in 2024 by building cross-industry alliances and advancing legislation to protect members.*

#### Trade & Tariffs

- Launched a proactive approach in November to educate the incoming Trump Administration on the toy industry and why toys should be exempt from tariffs, laying the foundation for an extensive strategic advocacy campaign in 2025.
- Held a member-exclusive webinar that updated 300+ attendees on the advocacy and communications/media activity underway by The Toy Association to protect the industry from tariffs on toys manufactured outside of the U.S., including in China, Mexico, and Canada.
- Participated in "China Week" advocacy alongside the business community to highlight the economic risks of revoking China's permanent normal trade relations (PNTR) status and urge lawmakers to preserve fair trade access.
- Reiterated industry support for legislation strengthening trade enforcement, such as the reform of the *de minimis* exemption that passed under the Biden Administration and took effect under the Trump Administration in 2025.

- Joined over 200 organizations and companies in calling on the Biden Administration to stay engaged in East & Gulf Coast port labor disputes between the U.S. International Longshore & Warehouse Union and the Pacific Maritime Association as they negotiated a new labor agreement to protect toy imports.

#### Safety & Regulations

- Closely monitored emerging CPSC activity directly related to toys, including button/coin cell batteries, water beads, and e-filing, as well as toy-adjacent topics. Developed and submitted industry comments, apprised members of new developments and analyses, and provided outreach to affected parties.
- Continued ongoing ASTM F15.22 development work on water beads and battery-operated toys as part of the consensus-based regulatory process.
- Submitted industry feedback to the Environmental Protection Agency (EPA) on proposed chemical reporting rules for formaldehyde, highlighting concerns about toy supply chain impacts and urging a *de minimis* threshold exclusion.
- Hosted an educational webinar for members on revisions made to the ASTM F963-23 toy safety standard, focusing on the changes most important to the toy manufacturing process and members' supply chains. The revised standard was approved by the CPSC and took effect in April 2024.





## Safety & Regulations (cont'd)

- Crafted toy industry comments on the proposed Children's Online Privacy Protection Act (COPPA) rule changes, related to proposed updates to definitions, parental consent methods, and notice requirements, and incorporated input from The Toy Association's Children's Online Safety Committee.
- Joined a coalition led by the National Federation of Independent Business (NFIB) urging the House Committee on Small Business to advance legislation strengthening the Regulatory Flexibility Act, including support for the bipartisan Prove It Act, to ensure agencies better assess the impact of regulations on small businesses and close existing loopholes that have eroded the law's intent.

## IP Protection

- In June, The Toy Association-backed SHOP SAFE Act was introduced into the House of Representatives to protect consumers from harmful counterfeit products that are sold online.
- Joined coalition partners in lobbying events on Capitol Hill and spoke at key industry conferences, including Michigan State University's Center for Anti-Counterfeiting and Product Protection and the Brainlinx Brand Protection Excellence Forum, to advocate for the legislation and strengthen alliances.
- Participated in National Anti-Counterfeiting Month and

met with federal agencies to improve implementation tools and urge enforcement of the INFORM Consumers Act.



## State Advocacy

*In 2024, The Toy Association tracked and responded to more than 1,000 bills across all 50 states, with a focus on extended producer responsibility (EPR) and chemical regulations. Our direct advocacy resulted in key wins for the industry including amending laws to safeguard members from costly and unnecessary regulatory burdens.*

## Environmental Issues

- **Pennsylvania:** Sponsored and actively advocated for the passage of amendments to the PA Stuffed Toy Manufacturing Act, lifting a decades-old ban on recycled materials in plush toys (effective August 27, 2024).
- **Ohio:** Began engaging regulators to update Ohio's administrative law to align with PA's recycled filling update.
- **Vermont:** Secured critical amendments to Senate Bill 254, clarifying battery manufacturers — not toy companies — are responsible for battery-related EPR obligations in toys.
- **California:** Participated in Ameripen's Legislative Fly-In and submitted comments to CalRecycle on SB 54 for clearer guidelines for the state's EPR packaging program.



## Environmental Issues (cont'd)

- **New York:** Two EPR bills were introduced, but neither bill passed the legislative chambers. The Toy Association was a leading voice against the EPR proposals, and members also worked separately to help defeat the bills.
- **Multi-State:** Participated in national EPR forums and rulemaking for California, Colorado, Maine, and Oregon to promote consistent legislation and support member compliance. Continuing to monitor Hawaii, Illinois, Maryland, Minnesota, Tennessee, and Washington for movement on rulemaking to implement packaging laws.

## Chemical Regulations

- **PFAS Oversight:** Engaged with regulators in Minnesota and Maine on Per- and polyfluoroalkyl substances (PFAS) laws in both states — where Minnesota began rulemaking following new reporting legislation, and Maine paused implementation to address regulatory confusion—while also influencing proposed PFAS restrictions in California, Colorado, Tennessee, and Rhode Island.



regulatory framework for toys in that market.

- Coordinated with European toy associations on implementation of the EU Batteries Regulation and Packaging & Packaging Waste Regulation, advocating for CE mark clarity and alignment across member states to reduce toy industry confusion and compliance burdens.
- Participated in an international roundtable meeting in DC with a delegation that included key officials and representatives from standards development organizations from the Gulf Region, along with the American National Standards Institute (ANSI), ASTM International, and others. Toy Association staff covered the U.S. toy safety and technical regulations, and the meeting explored potential alignment or future recognition of U.S. toy safety standards in the Gulf region.



## International Advocacy

*As a global toy industry leader, we closely track the latest international issues and work with peer organizations and legislators across the globe to open doors for U.S. toy companies, remove barriers to trade, and ensure the safety of children everywhere.*

- Represented the U.S. at the annual meetings of the ISO Technical Committee on Toy Safety (ISO TC 181) held in Brazil to continue to help shape and align toy safety standards.
- Submitted comments on the proposed draft for the EU Toy Safety Regulation, which replaces the existing Toy Safety Directive and introduces many significant changes to the



# Experiences

## Creating Opportunities for Growth

We know that great things happen when we come together as an industry. In 2024, we made critical investments in events and platforms that facilitate growth, innovation, and partnership — ensuring that companies of all sizes can engage with buyers, media, consumers, and partners in meaningful ways.



**Toy Fair®**



*In 2024, we took steps to continue to increase the value proposition of the globally renowned Toy Fair® in New York City and reinforce its significance for the international toy and play community.*

- In preparation for Toy Fair's move back to the Q1 time frame, general exhibit sales for Toy Fair 2025 opened in January 2024, and, in a matter of weeks, 70% of show space was sold.
- Announced both Mattel and Hasbro would exhibit on-site at the Javits Center for the '25 show.
- Responded to direct feedback from the industry by implementing the following registration updates for Toy Fair 2025: reduced prices for trade guests, complimentary member and exhibitor business guest badges, and a simplified registration process.
- Unveiled 50+ Toy Fair University sessions for Toy Fair 2025, the most extensive slate of education programming to date, addressing critical topics ranging from AI to TikTok marketing, toy trends, product safety and more.
- Achieved our highest-ever ranking on Trade Show Executive's Gold 100 list, securing the No. 31 spot among the top 100 trade shows in the country.







## LA Fall Preview

*In September, The Toy Association executed its inaugural LA Fall Preview in the heart of the El Segundo toy district, with a dedicated market week (September 9-13), to better serve our members and meet the evolving needs and buying cycles of the industry.*

- Provided nearly 80 toy companies in need of showroom space with a convenient location at 2250 East Imperial Highway to share their long-lead lines throughout September during the critical fall timeframe.
- Hosted colleagues and friends at Otis College of Art & Design for the market week's marquee networking party that brought together more than 300 industry professionals.
- United the industry for a night of networking and philanthropy at The Toy Foundation's "Party with a Purpose" at TAO Los Angeles, which raised over \$500,000 to support play therapy in under-resourced pediatric hospitals across the country.
- Set the stage for the opening of "The Toy Building" by The Toy Association in 2025, with strategic planning and industry engagement to create a year-round hub for business and collaboration.



## People of Play™

*In August, People of Play (POP) and its assets merged into the Association, and Mary Couzin, founder of People of Play, joined our senior leadership team.*

- From November 6 to 10, POP Week events celebrated innovation for the trade and a fun-filled weekend of activities open to the public.
- The **POP Inventor Pitch & Innovation Conference**, the largest and longest-running inventor pitch, networking, and education event in the world, welcomed 80+ product acquisition executives from more than 50 companies and 110+ inventors representing nearly 20 countries. An exclusive roundtable discussion featured insights from Toy Association leadership.
- The **2024 Chicago Toy & Game Fair** (November 8-9), North America's largest toy & game fair open to the public with experiential and immersive events, interactive exhibits and activities for all ages, welcomed 15,000 guests and generated 1.52 billion media impressions.
- The **Young Inventor Challenge (YIC) International Championship**, held at the Chicago Toy & Game Fair (ChiTAG) awarded 12 young winners, ages 6-18, from 18 states and five countries, including Canada, Spain, Mexico, and Guyana (168 young inventors participated).
- Nearly 350 attendees from 20 countries celebrated the finalists, winners, and honorees of the **Toy & Game International Excellence Awards (TAGIEs)** on November 8.





# Elevated Engagement

## Communications with Measurable Impact

From safeguarding the industry's reputation to championing the power of play, amplifying members' STEAM toy innovations, and spotlighting members' toys in top-tier media markets, The Toy Association's Communications Center of Excellence proudly serves as the industry's trusted voice and advocate in the public sphere. The Communications CoE also supports The Toy Association's advocacy work on Capitol Hill, in state houses across the nation, and across global markets, while keeping members informed, engaged, and mobilized around key policy issues impacting the industry.

### Proactively Monitored Tariffs

- Following the 2024 election, began closely tracking President Trump's statements on tariffs due to their potential impact on the toy industry.
- In anticipation of policy shifts, distributed timely updates via email, social media, and our newsletter, and provided weekly media clip compilations to key committees.
- This early groundwork enabled the Communications CoE to rapidly scale efforts in 2025 post-inauguration, as we quickly shifted into round-the-clock communications support for all tariff-related advocacy activities.

### Promoting Safety

- Held the **3rd annual Toy Safety Awareness Month** in November, a proactive media campaign timed ahead of the holidays and release of NGOs' "worst toy" lists, underscoring key safety tips for families—including guidance on safe toy shopping, appropriate toy selection, and safe play at home.
- **Surveyed 1,000 U.S. parents** on their knowledge of toy safety topics, including the prevalence of counterfeit toys sold online. The results were used to highlight legitimate toy companies' commitment to safety and spread awareness among families about safe play at home.
- **Sponsored safety segments** featuring "Toy Safety Mom" Joan Lawrence aired during the holiday shop-



ping and summer seasons, **garnering over 1.4 billion impressions** and helping educate families on toy safety, the importance of age labels, and the value of parental supervision during play.

- Generated **672,000 social media impressions** through a toy safety influencer program that helped spread the Toy Association's safety messaging and shopping tips ahead of the holiday shopping season.



## Trends & Product Promotions

- Promoted **160+ toys from ~100 companies** across TV and print media for **5.34 billion paid and earned media impressions**.
- Building on our trends announcement in February — the Association’s **most attended webinar hosted to date** — we released a 2024 holiday toy shopping insights report based on a **survey of 1,000 U.S. parents** to generate excitement and guide purchasing decisions for the holidays. Notable coverage included Reuters, RetailMeNot, Babylist, and Newsday.

## TOTY® Awards



- Unveiled **115 finalists** for the 2025 Toy of the Year® (TOTY) Awards across 16 categories in November; an influencer campaign helped reveal the finalists, **generating 4.3 million social impressions** and **driving 55,000+ consumer votes** to ToyAwards.org.

**Abilities”** to provide families with play-based activities adaptable to children’s varying interests and abilities; it launched in March to coincide with Developmental Disabilities Awareness Month.

## The Genius of Play



*Continued to provided families and educators with free play resources to encourage daily play and the healthy development of all children:*

- Grew the Play Ambassadors network to amplify the Genius of Play’s messaging and share resources.
- Gave exposure to Toy Association members through product giveaways tied to the benefits of play
- **Created “Let’s Play – A Playbook for Kids of All**

## STEAM



- Grew the STEAM Accreditation program, with the total number of accredited products totaling 277 educational toys and games.
- Released a **STEAM Holiday Toy Guide** and a **Back-to-School STEAM Toy Shopping list**, featuring products that have undergone the rigorous accreditation process.
- Continued our partnership with Amazon for the official STEAM Accredited Toys Storefront, where consumers can shop STEAM-approved products available on Amazon.





# Inform & Educate

Empowering Your Success



In a rapidly evolving toy industry landscape, staying informed and connected is critical to success. In 2024, we proudly strengthened our growing community of industry leaders — ending the year with 810 member companies, including 53 new members — while continuing to deliver the actionable insights, essential research, and high-impact educational programs that fuel our members' growth, innovation, and competitiveness.

## Delivering Actionable Learning & Insights

- **21 member-exclusive webinars** attracted **2,844 participants**, offering timely expertise on trends, regulations, marketing strategies, and business operations.
- Seven comprehensive research reports provided critical intelligence, including:
  - *The Economic Impact of the U.S. Toy Industry model update*
  - *2024 Toy Industry Marketing & Advertising Study (Industry Insights)*
  - *Toy Buyer Behavior & Industry Overview (Circana)*
  - *Global Toy Market Report: 2023 Year-End and 2024 Mid-Year (Circana)*
  - *U.S. Toy Industry YTD July 2024 Review (Circana)*
  - *American Kid Consumer and Media Lives (The BrandTrends Group)*
  - *PreciseTV Advertiser Report – Kids (PARK Summer 2024)*

- **Six TrendHunter reports** explored future-focused themes, from AI innovation and nostalgia to educational experiences and sustainability.

## Strengthening Retail & Financial Intelligence

- **The Toy Association's Credit Program** hosted four strategic meetings (March, May, August, & November) focused on retail account analysis, e-signature best practices, deduction recovery, and market pulse ratings.
  - *Cumulative participation: 285 registrations across sessions*

## Expanding Member Benefits

- Provided small and mid-sized member companies complimentary access to the **Ethical Supply Chain Program**.





# Affiliations & Partnerships

## The Canadian Toy Association™

*In 2024, The Toy Association continued to serve as sustaining partner to the Canadian Toy Association, which delivers successful outcomes for the toy community across Canada.*

- Hosted a successful Canadian Night networking event during LA Toy Preview, drawing more than 100 Canadian toy industry professionals for after-hours engagement.
- Inducted Steve Morris (Jakks Pacific) and Melanie Tee Murch (Toys 'R' Us, Funrise) into the Canadian Toy Industry Hall of Fame.
- Recognized Myuran Sivapalan (ZURU) as the Rising Star at a gala attended by 150 guests and supported by 12 sponsors.
- Through the Toys of the North initiative, Canadian manufacturers donated \$615,000 worth of toys — the highest- ever total — to support families in Canada's most remote communities.

## Ethical Supply Chain Program

*In 2024, The Toy Association kicked off a partnership with the Ethical Supply Chain Program (ESCP) to pilot a new initiative designed to empower small and medium-sized toy companies with more efficient sourcing and social compliance solutions.*

- Provided up to 250 companies with six months of complimentary ESCP membership to:
  - The ESCP Connect Platform – a supplier sourcing and compliance management tool.
  - Certified factory audit histories, capabilities, and direct contact options.
  - On-the-ground support from ESCP's global compliance team.





# Giving Back

Delivering the Power of Play to  
3.2 Million Children in Need in 2024



As the only industry-wide giving initiative, The Toy Foundation™ is honored to collaborate with hundreds of toy companies throughout the year to deliver toys and fund impactful play projects that bring joy, comfort, and healing to children when they need it most. Whether through much-needed toy donations or consumer and employee fundraising campaigns, we are united in making a powerful difference in the lives of children.



## Toy Chest



*The Toy Chest (formerly The Toy Bank) is the industry's trusted partner for distributing toy donations to children in need.*

- In 2024, **three million children** in under-resourced communities, children's hospitals, and disaster zones received toys and other resources.
- 156 unique donations from toy companies brought **\$35 million in toys** to children around the world.



## Play Fund

*The Play Fund (formerly Play Grants) is the industry's funding opportunity to use the healing power of play to support children's hospitals and disaster response efforts.*

- In 2024, **245,000 children** undergoing medical treatment had access to the healing power of play through funded play projects.
- **\$380,000 in funding** was distributed to 20 U.S. children's hospitals that serve under-resourced communities.



## Talent Pipeline Program

*The Talent Pipeline Program engages college and university students in activities that provide pathways into toy industry careers. In 2024, 50 students at the University of Richmond developed innovative toy concepts as part of a case study competition, and \$30,000 was raised through a fundraising campaign to support the students' exploration of toy careers.*



Party with a Purpose, The Toy Foundation's inaugural Los Angeles fundraiser held in September 2024, raised \$500,000 in support of the Play Fund, which provides grants to children's hospitals in under-resourced communities. Nineteen toy companies, including Amazon and Mattel, acted as Presenting Sponsors for the evening.



# Financials



## Statements of Financial Position

As of December 2024\* (\$ in Thousands)

### ASSETS

	2024	2023
Cash & investments	\$32,394	\$28,086
Trade show, dues, & other receivables, net	1,035	531
Prepaid expenses & deposits	2,305	998
Property & equipment, net	3,196	4,068
<b>TOTAL ASSETS</b>	<b>\$38,930</b>	<b>\$33,683</b>

### LIABILITIES & NET ASSETS

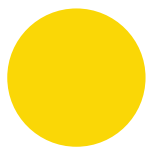
Accounts payable & other liabilities	\$5,519	\$8,095
Trade show, dues, & other deferred income, net	15,636	2,323
<b>TOTAL LIABILITIES</b>	<b>21,155</b>	<b>10,418</b>
Unrestricted net assets	17,775	23,265
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$38,930</b>	<b>\$33,683</b>

### SUMMARY STATEMENTS OF ACTIVITIES

(years ended Dec. 31)

	2024	2023
Program revenue	\$7,487	\$22,960
Program expenses	10,093	12,814
Administrative expenses	4,957	5,390
<b>OPERATING INCOME/(DEFICIT)</b>	<b>(7,563)</b>	<b>4,756</b>
Non-operating income/(loss)	2,099	2,288
<b>INCREASE/(DECREASE) IN NET ASSETS</b>	<b>(\$5,464)</b>	<b>\$7,044</b>

\* The Association's 2024 financials reflect a year without Toy Fair, which traditionally serves as a key revenue driver.



# Board of Directors

## 2024 Executive Committee



**Tim Kilpin**  
**Secretary/Treasurer**  
President, Toys, Games, Licensing  
& Entertainment  
Hasbro, Inc.



**Jared Carr**  
**Member at Large**  
Senior Vice President,  
U.S. General Manager  
LEGO Systems, Inc.



**Sharon Price John**  
**Chairperson**  
President & CEO  
Build-A-Bear Workshop



**Geoffrey Greenberg**  
**Vice-Chairperson**  
Co-CEO  
Just Play, LLC



**Vish Chandran**  
**Member at Large**  
CEO  
Wild Republic



**Greg Ahearn**  
**Ex-Officio**  
President & CEO  
The Toy Association

## 2024 Board Members

### **Zabina Kaur Bhasin, M.D.**

CEO & Founder  
In KidZ

### **Duncan Billing**

Chairperson of the Board of Advisors  
Moose Toys

### **Anne Carrihill**

Director and General Manager/Category Leader  
Toys & Games and Physical Movies & TV  
Amazon

### **Wes Hardin**

CEO  
Diverse Companies

### **Hiu Lee**

Chief Marketing Officer  
Horizon Group USA, Inc.

### **Ashley Mady**

President  
Zigazoo Kids

### **Rob Michaelis**

Vice President, North America  
Brand Commercialization  
Disney Consumer Products

### **Ehi Oviasu-Kahn**

Chairperson of the Board of Advisors  
Women in Toys, Licensing & Entertainment

### **Jeremy Padawer**

Chief Brand Officer  
Jazwares

### **Max Rangel**

CEO & Global President  
Spin Master Corporation

### **Bryan Scott**

Vice President Merchandising, Toys  
Target

### **Steve Totzke**

President & Chief Commercial Officer  
Mattel, Inc.

## Chairperson's Advisory Board

### **Aaron Muderick** (Chairperson Emeritus)

Founder & Executive Chair  
Crazy Aaron's

### **Christopher Byrne**

President  
Byrne Communications, Inc.

### **Jay Foreman**

CEO  
Basic Fun!

### **Andy Keimach**

Founder & Principal Consultant  
Eights Consulting Group

### **Jane A. Ritson-Parsons**

CEO  
The JRP Company LLC

### **Andrew Weiner**

Managing Partner  
The Genesis Company





Inspiring Generations of Play

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[toyassociation.org](http://toyassociation.org)