



## Spokesperson Biographies

Toy Fair® 2023

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- **Steve Pasierb**  
President & CEO
  - **Adrienne Appell**  
Executive Vice President, Marketing Communications
  - **Isabel Carrion**  
Toy Trends Spokesperson / Spanish Language Spokesperson  
Senior Director, Digital Communications
  - **Kristin Morency Goldman**  
Toy Trends Spokesperson / Senior Director of Strategic Communication
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  - **Jennifer Lynch**  
Toy Trends Spokesperson / Content Developer
  - **Maddie Michalik**  
Toy Trends Spokesperson / Assistant Manager of Content & Digital Communications

**About The Toy Association™** [www.toyassociation.org](http://www.toyassociation.org) / [www.thegeniusofplay.org](http://www.thegeniusofplay.org) / [www.playsafe.org](http://www.playsafe.org)

Founded in 1916, The Toy Association™, Inc. is the trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of \$102.4 billion, and is the nation's most effective resource and influential advocate for hundreds of companies including manufacturers, retailers, licensors, and others who are involved in the youth entertainment industry. Toy Association manufacturing members account for 93% of U.S. toy and game sales driving the annual \$40 billion U.S. domestic toy market. The Toy Association serves as the industry's voice on the developmental benefits of play and promotes play's positive impact on childhood development to consumers and media. The organization has a long history of leadership in toy safety, having helped develop the first comprehensive toy safety standard more than 40 years ago, and remains committed to working with medical experts, government, consumers, and industry on ongoing programs to ensure safe and fun play. As a global leader, The Toy Association produces the world-renowned Toy Fair®; advocates on behalf of members around the world; sustains the Canadian Toy Association; acts as secretariat for the International Council of Toy Industries and International Toy Industry CEO Roundtable; and chairs the committee that reviews and revises America's widely emulated ASTM F963 toy safety standard.



**Steve Pasierb**

President & CEO, The Toy Association

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As president & chief executive of The Toy Association, Steve Pasierb leads a globally focused association representing the broad toy & play industry with a dedicated mission to be a unifying force for members' creativity, responsibility, and global success, advocating for their needs and championing the benefits of play.

The Toy Association represents hundreds of companies including manufacturers, retailers, licensors, and others who are involved in the youth entertainment industry, with its manufacturing members accounting for 93% of U.S. toy and game sales and contributing to the toy industry's annual U.S. economic impact of \$102.4 billion. Its global government affairs programs effectively advocate for industry-related issues, regulations and standards at the state, federal, regional, and international government levels; its go-to-market trade events, including Toy Fair, attract global audiences; its high-impact communications programs and digital assets advance the industry while The Genius of Play program educates consumers on the developmental benefits of play; and its philanthropic endeavors now extend to advancing industry diversity, equity and inclusion, while continuing to serve millions of children in need each year in communities and pediatric hospital settings.

Prior to The Toy Association, Steve served as president & CEO of Partnership for Drug-Free Kids, the nation's largest nonprofit organization dedicated to reducing adolescent substance abuse, created by a coalition of media trade organizations lead by the American Association of Advertising Agencies. He spent more than 20 years in adolescent public health and media advocacy, worked in Maryland state government, and served in marketing communications and broadcast radio. He has testified before U.S. House and Senate committees on multiple occasions through his work with the White House on emerging health issues. He is considered an expert source quoted across broadcast, print, and social media both in the U.S. and worldwide.

Steve holds a Master of Education with honors in Communications Media and a Bachelor of Science in Criminology. He serves on the U.S. Chamber of Commerce Association Committee of 100; is secretariat to the International Council of Toy Industries and to the International Toy Industry CEO Roundtable; and is a member of ASTM International, the American Society of Association Executives, and the Council of Manufacturing Associations.



### **Adrienne Appell**

Executive Vice President, Marketing Communications, The Toy Association

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As executive vice president of marketing communications, Adrienne Appell is responsible for the development, implementation, and oversight of The Toy Association's communications strategies, with a strong focus on the Association's proactive safety / advocacy communications and brand integrity programs, such as the Genius of Play, which has successfully encouraged millions of families to make time for play in their day-to-day lives.

Adrienne has nearly two decades of experience in the toy and youth entertainment industry, having joined The Toy Association's communications department in 2004. Over the years, she has led the organization's safety education, advocacy, and toy trends communication programs while maintaining close contact with toy companies to stay abreast of what's new, next, and cutting edge in toys and games.

As a leading toy trends specialist and spokesperson for The Toy Association, Adrienne is often called upon as an expert to speak at industry events, trade shows, and conferences on a variety of toy-related topics. She is frequently interviewed by national and local consumer and business media, including top-tier outlets like Good Morning America, Fox and Friends, Good Day New York, Reuters, the Chicago Tribune, and The New York Times, among many others.

Prior to joining The Toy Association, Adrienne worked in the corporate communications division of Scholastic, Inc. She began her career at the global public relations agency Weber Shandwick, working on client accounts such as Kodak, Disney, and Compaq computers.

Adrienne lives in Hoboken, NJ with her husband and two children.



**Isabel Carrion**

Toy Trends Spokesperson / Spanish Language Spokesperson /  
Senior Director, Digital Communications, The Toy Association

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Isabel Carrion serves as the official Spanish language spokesperson for The Toy Association. She is interviewed throughout the year on toy and product trends and has appeared on Univision, Telemundo, NY-1 Noticias, CNN en Espanol, EFE News Services (Spain), and RCN TV (Colombia) as well as local stations across the U.S. including WGN Chicago, Good Day Sacramento, Good Day Philadelphia, Good Morning Washington, and Portland's KOIN AM Extra, among others.

As senior director of digital communications, Isabel stays current on toy and product trends through the management of all of the Association's digital communications activities. She also meets with Toy Association member companies to preview products all year long and has spoken extensively on trending toys in numerous in-person and digital Toy Association trend presentations, offering media, buyers, and industry professionals a sneak peek at the hottest toys and games coming to market.

Prior to The Toy Association, Isabel worked at the Craft and Hobby Association (CHA), where she managed its web presence and helped implement a consumer marketing crafting-awareness campaign in the United States and the United Kingdom.

A mom to an active toddler and pup, Isabel and her family live in New Jersey.



**Kristin Morency Goldman**

Toy Trends Spokesperson / Senior Director, Strategic Communications, The Toy Association

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As The Toy Association's senior director of strategic communications, Kristin Morency Goldman manages and advances the Association's communication programs; develops key toy safety, advocacy, and B2B messaging and outreach; liaises with members, staff, and media contacts; and works to enhance media coverage for the Association and bolster its reputation among target audiences.

As an official spokesperson for The Toy Association, Kristin tracks consumer trends and follows the latest developments in the toy marketplace and parallel industries, working with member companies, external contacts, and internal trend specialists. She has been interviewed by broadcast and print publications including WNBC Today in New York, Good Day Sacramento, CNN.com, CTV News, Los Angeles Times, New York Magazine, Woman's Day, The Spruce, Fast Company, Huffpost, and the Wall Street Journal.

With 15 years of experience working in communications, Kristin previously held positions in media relations and corporate communications, having worked in the New York Governor's press office, at Chanel, and at a public policy think tank. She holds a master's degree in communications from NYU.

A native of Montreal, Canada, Kristin started her career as a daily news reporter at the Montreal Gazette. She currently resides in Montreal with her husband and two young children.





**Joan Lawrence**

Senior Vice President, Standards and Regulatory Affairs, The Toy Association

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As The Toy Association's senior vice president of standards and regulatory affairs, Lawrence manages product safety programs encompassing the development of safety standards as well as industry and consumer safety education. Her experience and leadership span a broad range of issues from product safety and quality to environmental and other corporate social responsibility initiatives.

As The Toy Association's primary toy safety spokesperson, Joan has been dubbed the "Toy Safety Mom," offering tips for safe play to parents and caregivers on The Toy Association's [www.PlaySafe.org](http://www.PlaySafe.org). Her interviews and advice appear regularly on parenting blogs and in articles and broadcast segments around the globe. She also lectures on toy safety to students in the Toy Design Program at the Fashion Institute of Technology in New York and has authored several articles on toy safety and standards.

Lawrence chairs the ASTM subcommittee on Toy Safety, which is responsible for the continuing development of toy safety standard ASTM F963. She is a board member and former president of the International Consumer Product Health and Safety Organization (ICPHSO) and serves as executive administrator of the International Council of Toy Industries (ICTI), a group of 21 toy associations from around the world.

In 2016, Joan was awarded the Women in Toys (WiT) Wonder Woman Award for Social Responsibility and in 2019 was presented the Margaret Dana Award by ASTM International. She is the daughter of a prominent pediatrician and herself a mother of three children – making her commitment to toy safety much more than a job.



### Jennifer Lynch

Toy Trends Spokesperson / Content Developer, The Toy Association

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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 the TODAY Show, Fox & Friends, KTLA-TV, Good Day Philadelphia, WGN Chicago, WNBC New York, Bloomberg Radio, and CNET, among others as well as in print publications including Forbes, the Wall Street Journal, New York Magazine, Inc. Magazine, The Spruce, and others.

She also served as the narrator for The Genius of Play's "Once Upon a Playtime" podcast, which invites 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.



**Maddie Michalik**

Toy Trends Spokesperson/Assistant Manager, Content & Digital Communications, The Toy Association

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As The Toy Association's assistant manager of content & digital communications, Maddie Michalik communicates the latest toy industry news and happenings through the Association's weekly newsletter, Toy News Tuesday. She also handles daily website and digital communications tasks behind the scenes. Her articles on toy trends and industry news can be found across trade publications around the world.

With nearly a decade of experience in the toy industry, Maddie is a trusted expert and go-to source for the latest product trends and news related to toys, games, kids' products, youth entertainment, and more. Maddie has been featured on national and local TV outlets providing expert commentary and top toy and gift recommendations, including The Drew Barrymore Show, Fox & Friends, CTV's The Social and Your Morning, the Associated Press, CBS New York, NY1, and ABC, FOX, CBS, and NBC affiliates from coast to coast.

Prior to joining The Toy Association, she was editor-in-chief for leading trade magazine *The Toy Book* and senior editor for consumer publications *The Toy Insider* and *The Pop Insider*, where she led editorial content, reviewed product, and created social media content.

Maddie was named Women in Toys, Licensing & Entertainment's Rising Star in 2020. She currently resides in New York City, the world's biggest playground.