**Toy Industry Association (TIA)  
 Spokesperson Biographies**

North American International Toy Fair 2016

* **Steve Pasierb**President and CEO
* **Adrienne Appell**Toy Trends Specialist / Director, Strategic Communications
* **Isabel Carrion Lopez**

Toy Trends Spokesperson / Spanish Language Spokesperson  
Director, Digital Assets and Data Management

* **Joan Lawrence**

Senior Vice President, Safety Standards and Regulatory Affairs

* **Ken Seiter**Vice President, Marketing Communications
* **Jackie Retzer**Toy Trends Spokesperson / Communications Coordinator

**About the Toy Industry Association (TIA)**

TIA is the not-for-profit trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages, representing more than 900 companies who account for approximately 90% of domestic toy sales. Toy safety is the number one priority for the toy industry. TIA has a long history of leadership in toy safety, having developed the first comprehensive toy safety standard more than 30 years ago. TIA continues to work with government, consumers and industry on ongoing programs to ensure safe and fun play. For more information visit [www.toyassociation.org](http://www.toyassociation.org) or [www.toyfairny.com](http://www.toyfairny.com).

**Steve Pasierb  
President and CEO, Toy Industry Association**

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| 20090406_MRPI_0011 | Steve Pasierb has been President and CEO of the Toy Industry Association since April 2015. In this position, he is responsible for overseeing the activities of the $18M+ not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages. Pasierb is frequently interviewed by media on a range of topics in the toy, play and youth space.  Mr. Pasierb previously served as President & CEO of the Partnership for Drug-Free Kids, the nation’s largest nonprofit organization dedicated to reducing substance abuse among adolescents by supporting families and engaging with teens. Under Mr. Pasierb’s guidance, the Partnership launched several successful advocacy programs in prevention, intervention, and in support of addiction treatment.  Prior to his tenure at the Partnership, Mr. Pasierb served in the Maryland Executive Department under Governor William Donald Schaefer, Freed & Associates, a Baltimore-based advertising and public relations agency and at GNVC Communications, a business-to-business communications firm in Pittsburgh.  Mr. Pasierb holds a Masters of Education in communications media and a Bachelor of Science in criminology; he is also a member of the national Honor Society of Phi Kappa Phi for scholarly distinction.  An avid sailplane enthusiast, gardener, and traveler, he is also a contributing writer for remote control model magazine properties and a co-founder of rcaerotowing.com. Born in New Jersey, Mr. Pasierb and his wife now reside in Connecticut. |

**Adrienne Appell**

Toy Trend Specialist / Director, Strategic Communications, Toy Industry Association

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| **AdrienneAppell** | As the Toy Industry Association’s (TIA) trend specialist, Adrienne Appell maintains close communication with representatives of TIA’s member toy companies to stay abreast of what’s new, next and cutting-edge in the toy industry. She also publishes articles on trends in parallel industries that may influence the toy and youth space.  Adrienne is interviewed frequently by national and local consumer and business media on toy trends and related topics. She is also responsible for developing and maintaining relationships with the media, including bloggers and other social media contacts. In addition to regular reports on local New York-metro area networks, her media interviews include Good Morning America, WABC-TV, WCBS-TV, WNBC-TV, Good Day New York (FOX), NY-1, *Reuters*, the *Chicago Tribune* and *The New York Times.*  Adrienne has more than 10 years of experience in the toy/youth industry. Prior to joining TIA, she worked in the corporate communications division of Scholastic, Inc. Adrienne 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 young children. |

**Isabel Carrion-Lopez**

Toy Trends Spokesperson / Spanish Language Spokesperson /   
Director, Digital Assets and Data Management,

Toy Industry Association

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| ICL-headshot-2in | Isabel Carrion-Lopez serves as the official Spanish language spokesperson for the Toy Industry Association (TIA). She is interviewed often 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).  Isabel stays current on toy and product trends, managing all of TIA’s digital communications activities. She also meets with TIA’s member companies to preview products all year long, and is one of the presenters at TIA’s annual Toy Fair trends presentation.  Prior to TIA, Isabel worked at the Craft and Hobby Association (CHA), where she managed their web presence and helped implement a consumer marketing crafting-awareness campaign in the United States and the United Kingdom. |

**Joan Lawrence**

Senior Vice President, Safety Standards and Regulatory Affairs, Toy Industry Association

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| **JoanLawrence** | As Toy Industry Association (TIA) Vice President of Safety Standards and Regulatory Affairs, Joan Lawrence manages TIA’s product safety programs encompassing the development of safety standards as well as industry and consumer safety education. Her experience and leadership within the industry spans a broad range of issues – from product safety and quality to environmental and other corporate social responsibility initiatives.  Joan is an advocate for uniform toy safety standards at the federal, international and state levels. On behalf of the industry, she partners with government officials, medical experts, consumer representatives, toy companies and other stakeholders on activities that will further strengthen toy safety initiatives. She chairs the ASTM subcommittee on Toy Safety, which is responsible for the continuing development of toy safety standard ASTM F963. Congress recognized the work of this committee in 2008 by adopting the ASTM Toy Safety Standard as a mandatory U.S. national standard. The committee also received the CPSC Chairman’s Circle of Commendation Award in 2013.  As TIA’s primary toy safety spokesperson, Joan’s advice on toy safety and standards appears regularly on websites and in articles and broadcast segments around the globe and her toy safety shopping tips and “how-to” videos are featured elements of TIA’s ToyInfo.org website. She also lectures on toy safety to students in the Toy Design Program at the Fashion Institute of Technology (FIT) in New York City.  Joan is a board member and former president of the International Consumer Product Health and Safety Organization (ICPHSO), a public-private forum for the advancement of consumer product safety.  A lifelong child safety advocate, Joan 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. |

**Ken Seiter**

Vice President, Marketing Communications, Toy Industry Association

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| N:\Headshots\KENSEITER.jpg | Ken Seiter joined the Toy Association in August 2014 as Vice President of Marketing Communications. Mr. Seiter oversees the development, implementation and oversight of the Association’s communications strategies, key messaging and brand integrity programs.  Previously, Mr. Seiter served as chief marketing officer for the Specialty Food Association (SFA) and oversaw the creation of the Association’s new brand, as well as the execution of communications plans for SFA’s trade shows, educational programs, membership outreach and media engagement. Mr. Seiter was also responsible for the Association’s annual sofi™ Awards program, which honors the best in specialty foods at the Summer Fancy Food Show.  Prior to joining SFA, Mr. Seiter held a variety of positions at Kraft Foods, where he ran marketing communications services for the foodservice division, oversaw consumer promotions for multiple brands, and introduced integrated marketing communication. Additionally, Mr. Seiter has 25 years of advertising experience, having worked for a number of agencies on high-profile foodservice accounts.  Mr. Seiter lives in Stamford, CT with his wife and is the father of two children. |

**Jackie Retzer**

Toy Trends Spokesperson / Assistant Manager, Marketing, Toy Industry Association

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| **JACKIE** | Jackie Retzer serves as an official spokesperson for the Toy Industry Association (TIA) on toy and product trends.  As a member of TIA’s trends team, Jackie meets with toy companies year-round to preview new products and identify current and forward-looking trends within the toy and youth space. She has also been a featured toy trends specialist on television networks such as FOX CT and NECN.  Jackie is responsible for the Association’s Toy of the Year (TOTY) Awards program and works closely with companies on hundreds of product submissions throughout the year. In addition, she administrates TIA’s educational activities and maintains TIA’s online information resources.  Jackie began her career at TIA’s public relations agency of record, where she provided support for the North American International Toy Fair before becoming a full-time TIA staff member. |