**Spokesperson Biographies**

Toy Fair New York 2020

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

Toy Trends Spokesperson / Spanish Language Spokesperson  
Director, Digital Communications

* **Jennifer Gibbons**

Toy Trends Spokesperson / Vice President, State Government Affairs

* **Kristin Morency Goldman**Toy Trends Spokesperson / Senior Communications Specialist
* **Joan Lawrence**

Senior Vice President, Standards and Regulatory Affairs

* **Jennifer Lynch**

Toy Trends Spokesperson / Content Developer

* **Ken Seiter**Executive Vice President, Marketing Communications

**About The Toy Association**[www.toyassociation.org](http://www.toyassociation.org) **/** [www.thegeniusofplay.org](http://www.thegeniusofplay.org) **/** [www.playsafe.org](https://www.playsafe.org/)Founded in 1916, The Toy Association™, Inc. 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. The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of $97.2 billion, and its 1,000+ members drive the annual $27 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 New York and Toy Fair Dallas; advocates on behalf of members around the world; sustains the Canadian The 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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| ../Desktop/headshots_Steven-Pasierb-150x200.jpg | As president & chief executive of The Toy Association, Steve Pasierb leads a globally focused $21 million revenue trade association representing its members and the broad toy and play community. Steve and his team are dedicated to being a unifying force for members’ creativity, responsibility, and global success, advocating for their needs and championing the benefits of play. The Toy Association’s external affairs programs effectively advocate on industry-related issues, regulations and standards; its go-to-market trade events, including Toy Fair New York, attract global audiences; and its philanthropic endeavors serve millions of children in need each year.  Prior, Steve served as president & CEO of Partnership for Drug-Free Kids, the nation's largest nonprofit organization dedicated to reducing adolescent substance abuse. He assumed the leadership role in 2001 following a decade building the organization’s state and major cities infrastructure. Before that he worked in Maryland state government and for several years in advertising, marketing communications, and commercial media. Today, he is a sought-after expert source interviewed and quoted across broadcast, print, and social media both in the U.S. and worldwide.  Steve is a member in good standing of the invitation-only U.S. Chamber of Commerce Association Committee of 100. He serves as Secretariat to the International Council of Toy Industries (ICTI) and International Toy Industry CEO Roundtable, and on the board of directors for the ICTI Ethical Toy Program. He holds an MA of Education in communications media; is a member of the national Honor Society of Phi Kappa Phi for scholarly distinction; and is an Indiana University of Pennsylvania Distinguished Alumni Award honoree (2008). Steve participates in a range of other charitable and professional organizations.  Steve was honored by the American Advertising Federation and elected to the National Advertising Hall of Achievement in recognition of his significant impact on the communications industry. An avid sailplane and sports car enthusiast, gardener, and traveler, he is also a contributing writer for remote control model magazine properties and co-founder of website and social forum scalesoaring.com. |

**Adrienne Appell**

Toy Trend Specialist / Senior Director, Strategic Communications, The Toy Association

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| ../Desktop/headshots_Adrienne-Appel-150x200.jpg | As The Toy Association’s leading trend specialist, Adrienne Appell maintains close communication with representatives of the Association’s member toy companies to stay abreast of what’s new, next, and cutting-edge in the toy industry. She speaks at conferences and events and is often called upon as an expert in the toy space on a variety of topics, from trending product to toy safety, and many toy topics in between.  Adrienne is interviewed frequently by national and local consumer and business media on toy trends and related topics. She travels all over the nation for local and national spots. Some of her past interviews have included segments with Good Morning America, Fox and Friends, KTLA-TV, WLS-TV WJLA-TV, KDFW-TV, WCBS-TV, WNBC-TV, and Good Day New York, as well as print interviews with Reuters, the Chicago Tribune, and The New York Times.  Adrienne has more than a decade of experience in the toy/youth industry. Prior to joining The Toy Association, 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**

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

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| ../Desktop/headshots_Isabel-Carrion-150x200.jpg | 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).  Isabel stays current on toy and product trends, managing all of the Association’s digital communications activities. She also meets with Toy Association member companies to preview products all year long and is one of the presenters at The Toy Association’s annual Toy Fair trends presentation.  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 devoted aunt to several nieces and nephews, Isabel lives in New Jersey with her dog, Tenoch. |

**Jennifer Gibbons**

Toy Trends Spokesperson / Vice President, State Government Affairs  
The Toy Association

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|  | As one of The Toy Association’s trend specialists, Jennifer Gibbons stays current on the latest trends for toys, games, and licensed products. Jennifer also leads The Toy Association's state government affairs team and works on issues related to product safety and environmental sustainability.  She has been interviewed on a variety of topics including toy trends and toy safety, and has appeared on ABC, Good Morning San Diego, Mornings on 2 (San Francisco), NBC, and FOX.  Prior to joining The Toy Association, she worked in state government where she held positions as communications director and press secretary. She also worked as an associate with APCO Worldwide, an international public affairs firm, where she assisted clients with communications and media relations.  Jennifer lives in Sacramento, CA with her husband and two young children. |

**Kristin Morency Goldman**

Toy Trends Spokesperson / Senior Communications Specialist, The Toy Association

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| ../Desktop/headshots_Kristin-Morency-TIA-163-JPEG-Full-Size-(Adobe-RGB).jpg | As The Toy Association’s senior communications specialist, Kristin Morency Goldman leads the development of content for the Association’s print and online communications. Her articles on toy trends, toy safety, and industry news can be found in trade and consumer publications around the world.  As an official spokesperson for The Toy Association, Kristin meets with companies to track the latest developments in toys and youth entertainment. She has appeared on WXYZ ABC in Detroit and CGTN America to showcase members’ toys and has been interviewed on toy trends by several print outlets. She supports the Association’s year-round safety program, which is designed to educate consumers about safe play, and promotes the industry’s positive safety record. She also implements the organization’s communications strategy and manages the development of strategic editorial partnerships.  With more than 10 years of experience working in communications, Kristin previously held various 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 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, Joan Lawrence manages the Association’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.  A tireless advocate for children’s product safety, Joan helps lead The Toy Association’s efforts to encourage consistent, protective, risk-based toy safety standards worldwide. She chairs the ASTM International subcommittee on Toy Safety, which oversees the federal toy safety standard ASTM F963. The work of this committee was recognized in 2008 when Congress adopted the toy standard as a mandatory U.S. national standard; the subcommittee received the prestigious CPSC Chairman’s Safety Commendation Award in 2013. Joan also chairs the U.S. technical advisory group to the ISO technical committee on toy safety, and was a former board member and past-President of the International Consumer Product Health and Safety Organization (ICPHSO).  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 baccalaureate Toy Design Program at Fashion Institute of Technology in New York, and has authored several articles on toy safety and standards.  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. If you are a subscriber to The Toy Association’s weekly e-newsletter, Toy News Tuesday, you’ve read her work. Her articles on toy trends, toy safety, and industry news can also 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 has been interviewed on the latest toy trends by different publications and has appeared on KTLA-TV and Scripps News Network.  Jennifer has nearly 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 top industry executives.  Jennifer began her career in her home state of Pennsylvania, handling marketing and communications for Penn State’s art galleries (her alma mater). She currently lives with her boyfriend in New Jersey. |

**Ken Seiter**

Executive Vice President, Marketing Communications, The Toy Association

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| ../Desktop/Ken-Seiter5192-150x200.jpg | Ken Seiter is The Toy Association’s executive vice president of marketing communications. Ken oversees the development, implementation, and management of the Association’s communications strategies, with a strong focus on The Toy Association’s proactive safety / advocacy communications and brand integrity programs, such as The Genius of Play. He also oversaw the creation and implementation of The Toy Association’s 2017 rebranding and website re-design and spearheads the organization’s STEM/STEAM research to help toy manufacturers incorporate STEM characteristics into their products.  Previously, Ken served as chief marketing officer for the Specialty Food Association (SFA) and oversaw the creation of the SFA’s new brand, as well as the execution of communications plans for SFA’s trade shows, educational programs, membership outreach, and media engagement. Ken 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, Ken 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, Ken has 25 years of advertising experience, having worked for several agencies on high-profile foodservice accounts.  Ken lives in Stamford, CT with his wife and recently welcomed his first grandchild. |