



## Spokesperson Biographies

Toy Fair® 2025

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Toy Trends Spokesperson / Assistant Manager of Content & Digital Communications

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

Founded in 1916, The Toy Association™, Inc. is the business 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 \$157.5 billion, and its roughly 900 members, including manufacturers, retailers, licensors, and others who are involved in the youth entertainment industry, drive the annual \$41 billion U.S. domestic toy market. The industry supports an estimated 667,241 full-time workers and generates \$42.1 billion in wages for U.S. workers.

As a global leader, The Toy Association produces the world-renowned Toy Fair™ in New York City; hosts marketplace activities in Los Angeles; engages in state, federal, and international advocacy on behalf of its members; 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. The Toy Association's philanthropic arm is The Toy Foundation™, a 501 (c)(3) children's charity that acts as the uniting force for the collective philanthropy of the toy industry. To date, The Toy Foundation has delivered the joy of play to 32 million children in need worldwide.



Inspiring Generations of Play

**Greg Ahearn**

President & CEO, The Toy Association

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As president & chief executive of The Toy Association, Greg Ahearn heads the globally focused business trade association leading the health and growth of the \$41 billion U.S. domestic toy market. In his role, Ahearn is responsible for driving engagement with manufacturers, retailers, and partners throughout the toy industry to ensure The Toy Association's resources are invested into trade events, advocacy, and education that have the greatest impact.

The Toy Association represents 900+ 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, Ahearn was co-President at Davis Elen Advertising, where he led account services, media, business development, research/insights, strategic planning, social media, and influencer marketing, serving clients such as Smart & Final, Asana, Dice, and Warner Bros. Studios. He also served as Head of Marketing Strategy and Creative at Uber Technologies, CMO and Head of Global Ecommerce at LeapFrog Enterprises, CMO and Head of Global Ecommerce at Toys "R" Us, Inc. , and other companies. With a deep history in the toy industry and broad marketing and brand-building expertise, Ahearn is considered an expert source quoted across broadcast, print, and social media both in the U.S. and worldwide.

Ahearn received a bachelor's degree from Georgetown University and a Master of Business Administration from the University of Southern California.



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**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.



**Kathrin Belliveau**

Chief Policy Officer, The Toy Association



Kathrin Belliveau is responsible for the organization's global regulatory affairs and representation, toy safety and ethics initiatives, marketing and strategic communications, and consumer outreach.

Belliveau is a seasoned leader in global regulatory affairs, corporate social responsibility, and international business with over 25 years of experience in the consumer and children's products industry. Prior to joining The Toy Association, she served as executive vice president and chief purpose officer at Hasbro, where she was a member of the executive leadership team, overseeing global regulatory, government, and corporate affairs. Her tenure at Hasbro included a variety of senior roles where she was directly responsible for safety, quality assurance, sustainability, ethical sourcing, philanthropy & social impact functions as well as The Hasbro Foundation.

Kathrin currently serves on the Board of Directors of the Copenhagen-based Global Fashion Agenda (GFA), which aims to build a more sustainable fashion and apparel industry, on the Executive Committee and as Trustee of The Lincoln School, and on the Business Leadership Council of Wellesley College. She also served on the boards of key industry trade associations around the world, always advocating for the power of play to inspire and positively impact the lives of children and families everywhere.

Kathrin holds dual U.S. and EU (Greece) citizenship. She is a Magna Cum Laude, Phi Beta Kappa graduate of Wellesley College, and holds a J.D. degree from Boston College Law School.



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**Kimberly Carcone**

Executive Vice President, Global Market Events, The Toy Association

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Kimberly Carcone, executive vice president of global market events, is responsible for the management of the organization's live go-to-market events – Toy Fair New York, the largest toy trade show in the Western Hemisphere, and Toy Fair Dallas, the by-appointment-only event allowing long-lead buyers to scout innovative products to lay the groundwork for the following year's fourth quarter – as well as Toy Fair Everywhere, the toy industry's first and only year-round digital social marketplace, and The Toy Association's virtual Private Previews, connecting toy sellers with key retail buyers in private meetings.

Carcone is a seasoned professional with nearly 30 years of experience in non-profit and corporate event management, marketing, and publishing in both New York City and Washington, D.C.

Over the past 14 years, she received numerous accolades for her work at The Toy Association: she was named one of EXPO Magazine's Expo Elites and was a nominee for Event Marketer Magazine's B2B Dream Team in 2017. Since Carcone joined the organization's events team, Toy Fair New York has been awarded three Gold Grand Awards by Trade Show Executive Magazine ("Against All Odds," "Best in Social Media," and "Greatest Show on Earth").

Carcone is also a founding member of the North American Women in Exhibitions Networking and a recent board member of NYIAEE.



**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.





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### Jennifer Lynch

Toy Trends Spokesperson / Communications Specialist, The Toy Association

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As The Toy Association's communications specialist, 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 ABC News, Good Morning America, Fox & Friends, KTLA-TV, 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 invited listeners to rediscover the value of play through real-life, personal stories of actors, artists, entrepreneurs, and more.

Jennifer has over a decade of experience covering the toy and kids' entertainment industries. Prior, she served as the editorial & creative 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, dino-loving three-year-old.



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**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.