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## World of Play 2020

### Speaker Profile



#### **Mr Ken Seiter**

**Executive Vice President, Marketing Communications of The Toy Association**

#### **Bio**

Ken Seiter is the executive vice president of marketing communications at The Toy Association where he oversees the development, implementation, and management of the Association's communications strategies, focusing on proactive safety/advocacy communication and brand integrity programs, such as The Genius of Play, and leading its STEM/STEAM strategic initiative.

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. 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.

Having earned a Master's degree in educational psychology, Mr. Seiter taught emotionally handicapped and learning disabled children, and saw firsthand how play and toys drive their healthy development. He currently resides in Stamford, CT with his wife and is the father of two children

#### **Company intro**

Founded in 1916, The Toy Association™, Inc. is the not-for-profit trade association representing all businesses that design, produce, license, and deliver toys and youth entertainment products for kids of all ages. Our 950+ members drive the annual \$28 billion U.S. domestic toy market, and our organization has a long history of propelling the health and growth of the toy industry, which has an annual U.S. economic impact of \$110.9 billion.