



Behind the Brands

Meet some of the brilliant minds behind your favorite Hasbro products.



SARAH MADEY

Senior Director of
Global Brand Marketing and
Franchise Development,
Hasbro Board Games

THE ROLE.

I lead brand, product and franchise marketing for the Hasbro Board Games portfolio which includes classic titles such as *Monopoly*, *Clue*, *Trivial Pursuit* and *Candy Land*, strategy games such as *Life in Reterra* and *Hero Quest*, and new party games like *Fork Milk Kidnap*.

THE BEST PART OF THE JOB.

I love the brands I get to work on. Particularly in my current role, I am bringing something that shaped my childhood – board games – to other families, to friend groups, and to individuals. Our team's mission is to connect people through a shared love of games – and having a mission that aligns with a personal love makes the work so deeply purposeful. There is no greater pride than walking into a space and seeing people having fun playing a game from our portfolio – it reinforces everything we spend our sometimes very long days doing.

STAYING BALANCED THROUGH COMMUNITY.

Work is important to me – but I make sure it's never the only thing that's consuming my time, attention, or interest. Having a diverse set of activities and responsibilities helps keep me balanced and has introduced me to people with all sorts of experiences and perspectives that continually broaden my worldview. Outside of work, I'm a coach for a 5th grade basketball team and play in women's leagues around the city, I volunteer, I am on a national board of directors for an LGBTQ non-profit (**Point Foundation**), I travel extensively with my family, and we fill our weekends with all sorts of interesting adventures. I'm also diligent about holding 5:30-7:30pm on weeknights for family time as family will always top the priority chart for me. I haven't yet cracked the nut for adding a lot of downtime into the mix with everything else – but keeping busy with all that life offers keeps me motivated, learning, giving back and energized.

LEADERS ARE ALL AROUND US.

I have been surrounded by absolutely awe-inspiring, strong women for most of my life – from my mother to my college teammates and coaches, to many colleagues and bosses, to my incredible wife – and beyond. This group has impacted me in so many ways and taught me that everyone can be a leader, no matter your role (and being in a leadership role also doesn't automatically make you a leader). You can lead from the bench, as the most junior person on a team, as a coach, parent, boss or a friend. The opportunities to lead and have positive impact are all around us, every day. It's up to you to grab those opportunities and run with them!

A BIG YEAR AHEAD FOR HASBRO GAMING.

We're launching new games in spaces that Hasbro either hasn't been in for decades, or has never played in. We want to bring play to as many people as possible, and to do that, we need to expand the types of games we're bringing to market. Get ready – it's going to be a fun year!