Jamie Gutfreund Joins Hasbro as Chief Consumer Experience Officer

04 Apr, 2019

PAWTUCKET, RI – April 4, 2019 – Hasbro, Inc. (NASDAQ:HAS) today announced that Jamie Gutfreund will be joining the company as Chief Consumer Experience Officer (CXO) on April 15, 2019. Gutfreund will be based in Pawtucket at Hasbro's corporate headquarters and report to John Frascotti, President and Chief Operating Officer.

In the newly-created C-level position, Gutfreund will lead the design and implementation of consumer-focused strategies that effectively connect the company's brands with global audiences. She will oversee several of Hasbro's global marketing functions, including the company's internal creative agency, Global Consumer Insights organization, and global media management team, among others.

"Jamie brings a breadth of experience in driving strategies that build brands through innovation and technology, global marketing campaigns, and proprietary research," said Frascotti. "Jamie is a well-respected and highly creative digital marketer and I am thrilled to welcome her to the Hasbro family."

Gutfreund joins Hasbro from Wunderman Thompson, a WPP Company, where she served as Global CMO and helped to establish the firm's reputation as a dynamic global digital organization. Prior to that, she was the Chief Strategy Officer at The Intelligence Group, a division of Creative Artists Agency, before moving with the division's acquisition to Deep Focus as Chief Marketing Officer. Additionally, she has held positions at Expedia, Microsoft and Prodigy, developing original content, communications and business strategies for clients, brands and entertainment partners.

About Hasbro
Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past eight years. Learn more at www.hasbro.com and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).