



Hasbro's Samantha Lomow Talks Future of Work on Manifista Podcast

24 Nov, 2020

“In this time of disruption, there's never been a more opportune time for women leaders to bring innovation and creativity to the table.”

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Samantha Lomow

President of Branded Entertainment
at Hasbro



Hasbro President of Branded Entertainment Samantha Lomow was a recent guest on Portia Mount's Manifista Podcast. The Manifista podcast explores the career paths of ambitious women and how they charted their own unique path to success.

Portia is an executive coach and speaks and writes frequently on women's leadership issues.

In episode 5 of this series, Samantha talks about some of the secrets of her successful 20 year career at Hasbro, why it's important to take risks early in your career, how to create value both at work and at home, and the future of work post pandemic.

She also shares some behind-the-scenes stories about some of Hasbro's most well-loved brands, including **Transformers** and **Candy Land**.

You can listen at the full link to the podcast [here](#), or on iTunes, Spotify or wherever you listen to your podcasts.

“Really be fearless from the start.”

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I've always been a listener, and that has definitely served me well. I always believe that good ideas and creativity are all around us.”