Hasbro Announces Two New Leaders to Complete Executive Team

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John Hight Joins as President of Wizards of the Coast
Holly Barbacovi Joins as Chief People Officer

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 18, 2024-- Hasbro, Inc. (NASDAQ: HAS), a leading toy and game company, today announced the appointment of two leaders to its Executive Leadership Team. John Hight will join as President of Wizards of the Coast and Digital Gaming, and Holly Barbacovi will take on the role of Chief People Officer.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20240717242929/en/



John Hight (Photo: Business Wire)

John Hight, a gaming industry titan, joins Hasbro as President of Wizards of the Coast and Digital Gaming. John previously served as Senior Vice President and General Manager of the Warcraft Franchise at Blizzard Entertainment, overseeing all development and commercial activities for World of Warcraft, Hearthstone, and Warcraft Rumble. During his 12-year tenure at Blizzard, John directed development efforts for multiple World of Warcraft expansions, Diablo III: Reaper of Souls, and Diablo III on console. John's addition marks a significant step in Hasbro's strategic focus on digital experiences and video games. As President, John's role will include oversight of Hasbro's network of gaming studios and digital licensing agreements. He will also lead strategy for MAGIC: THE GATHERING and DUNGEONS & DRAGONS while driving continued global growth for the division and uncovering new storytelling tabletop and digital experiences.

"I admire John's career focus on fostering community. He is a true embodiment of our mission to bring people together through play," said Chris Cocks. "John's love of D&D and Magic: The Gathering, combined with his leadership in video games, will be crucial as we expand our digital offerings to deliver what our fans crave."

Holly Barbacovi, a seasoned HR leader, returns to Hasbro as Chief People Officer. In her new role, Holly will lead Hasbro's global Human Resources organization, overseeing a people and culture strategy grounded in Hasbro's values around play to attract and retain top talent. Holly previously served as Wizards of the Coast's Vice President of Human Resources from 2016 to 2020. She comes to Hasbro from Bungie, where she most recently served as Chief Operating Officer. Prior to her COO role, Holly was Bungie's Chief People Officer and was instrumental in championing a people-first culture, driving initiatives that elevated employee engagement, professional development, diversity, inclusivity, and equity. Holly also led human resources for Amazon Games and spent over 16 years at Microsoft. Her leadership will ensure Hasbro remains an inclusive global employer through the company's transformation.

"I am thrilled to welcome Holly back to Hasbro," said Chris Cocks. "Those who worked alongside her at Wizards of the Coast will remember her curiosity and courageous leadership. Her pragmatic approach to human resources will be invaluable as we cultivate a dynamic work environment that promotes joy and community."

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and the exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH, and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL

Media, one of the World's Most Ethical Companies by Ethisphere Institute, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit https://corporate.hasbro.com or follow @Hasbro on LinkedIn.

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Investors: Kern Kapoor | Hasbro, Inc. | hasbro_investor_relations@hasbro.com
Media: Roberta Thomson | Hasbro, Inc. | bertie.thomson@hasbro.com

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