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Hasbro Chief Marketing Officer Jason Bunge joined Seth Matlins on his Forbes podcast, "The CEO's Guide to Marketing."

Click below to listen to an honest and super insightful conversation about building marketing capabilities in a 104-year-old-company, the different strategic roles Marketing plays across different parts of the business, and the possibilities that can live within constraints.

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Forbes
**The CEO's Guide
To Marketing**

with Seth Matlins



The one with Hasbro CMO Jason Bunge about resetting marketing muscle memory, how to feed the appetite for investment, and his favorite metric to hate.

Jason Bunge
Chief Marketing Officer,
Hasbro

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