



They've got game: celebrating Hasbro's 2025 Wonder Women Awards finalists!

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We're thrilled to share that eight phenomenal women from across Hasbro and Wizards of the Coast – plus the women-led PEPPA PIG Global Brand team — have been selected as finalists in this year's Wonder Women Awards, presented by Women in Toys, Licensing & Entertainment (WiT).

The annual awards, which take place September 11 in Los Angeles, recognize the remarkable women who are propelling the toy, consumer products, licensing and entertainment industries forward. These women are not only shaping our business; their work is impacting how fans of all ages play and grow.

As a proud partner to WiT, we're so excited to celebrate our team members from across Hasbro and Wizards of the Coast who are being recognized as finalists in the following categories:

- Hasbro's PEPPA PIG Global Brand team led by Kristin McKay (SVP and GM, Global Brands – Fashion and Preschool) and Esra Cafer (SVP, Global Brand Strategy, Preschool & Fashion) for "Brand Franchise Leadership"
- Sara Humpreys (VP, Walmart Team Leader) for "Commercial Excellence"
- Kate Fakonas (Senior Director, Design and Innovation) for "Designer/Inventor – Corporate"
- Marjory Laymon (VP, Product and Tech – Hasbro DTC and D&D Beyond) for "Digital Innovator"
- Marianne James (SVP, Licensing) for "Inbound Licensing"
- Megan Margolis (Director, Emerging Business) for "Rising Leader >500 Employees"
- Katie Generazio (Senior Director, Finance) for "Unsung Hero"

Congratulations to all finalists! We can't wait to celebrate the brilliant women shaping our industry at the awards ceremony on September 11 in Los Angeles.

Cast Your Vote

Voting is open to all WiT members, starting July 14 through August 1.

Learn more on WiT's website: <https://www.womenintoys.com/wonder-woman-awards>

Celebrating Women at Hasbro

At Hasbro, we're dedicated to fostering inclusive toy, game, and entertainment communities where women from all backgrounds can flourish. From our team members to our inventor collaborators, to our retail partners, to the girl and women fans who we ultimately serve – we aspire for the Hasbro game table to be the premier destination for women players and creators alike.

Hasbro's annual Women Innovators of Play conference and challenge returns this October 2025.

Register here to learn more: <https://na.eventscloud.com/845862>

And join the Hasbro Women Innovators LinkedIn community here:

<https://www.linkedin.com/groups/14607918/>

Watch this space and follow [@Hasbro](#) on LinkedIn for more news and updates about Hasbro's philanthropic partnerships, mentorship and development programs, and events to expand the women innovator community in toys, games, and entertainment.