



## **Gina Goetter on Secrets of Rockstar CFOs podcast.**

12 May, 2026

*Hasbro's CFO/COO discusses Hasbro's evolution from a traditional toy company to a global digital IP powerhouse.*

Gina pulls back the curtain on Hasbro's Playing to Win strategy, revealing how Hasbro—the world's fifth-largest IP licensor—is strategically allocating capital to fuel future growth in digital games while honoring beloved legacy brands.

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