



Hasbro's Holly Barbacovi on ZipRecruiter's Talent All-Stars Podcast.

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EVP & Chief People Officer Holly Barbacovi in conversation with ZipRecruiter President Dave Travers.

In this episode of Talent All-Stars, Holly talks about using AI to make sense of thousands of employee survey comments, why hiring the biggest fans of a brand can backfire, and how Hasbro is aging up its products for the generation that grew up with them.

You'll also hear:

- Why she believes creativity looks forward while AI mostly looks backward
- What "aging up" a brand actually requires from a talent strategy
- Why fans of a brand aren't always the best hires for it
- How Hasbro protects a 97% retention rate among its top performers

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