



**WIZARDS**  
OF THE COAST

# Behind the Brands

Meet some of the brilliant  
minds behind your favorite  
Hasbro products.



## HELEN LIN

VP, Business Operations,  
StudioX, Wizards of the Coast

### THE ROLE.

I'm the VP of Business Operations for Studio X, the global team focused on *Magic: The Gathering* and *Duel Masters*. This means I lead the Studio's daily operations, ensuring things get done in the most efficient and purposeful ways, in service of our teams, players, and products.

### THE VERY SPECIAL TEAM.

The Studio X team is Trading Card Games (TCG) at its finest. It's the brightest blend of people who are good at their jobs, passionate about what they do, care about each other, and care about our players in ways that take a whole lot of listening, camaraderie, and learning.

Every day is magic experiencing this team at work.

### THE AHA MOMENT.

Diving into a career shift can be scary but necessary. I got my degrees in Advertising and believed wholeheartedly that my career would never sway out of the Marketing path – until 2023 when I was given the opportunity to lead Studio X's business operations. I learned that a career is not always about following a prescribed journey; it can often be a zigzag of opportunities that come when we look for work that is meaningful and fulfilling to us at the different stages in our lives.

### IT'S A REMARKABLE TIME FOR MAGIC.

I'm most excited about the beautiful *Magic: The Gathering* sets coming out later this year, all hitting very different flavors. Players will get to experience *Bloomburrow*, a cozy and animals filled set, before exploring *Duskmourn*, a horror-inspired haunted house set. It's really cool to share this range of themes with Magic fans! Operationally, I'm also excited for the improvements and investments we're making in systems and infrastructure. This way, we can keep making quality Magic products to be enjoyed by generations to come.

### THE BEST ADVICE.

Find your ikigai.