



Ken Seiter
EVP, Marketing Communications, The Toy Association

Ken Seiter joined The Toy Association in August 2014 as vice president of marketing communications. In this role, he is responsible for the development, implementation and oversight of The Toy Association's communications strategies, key messaging and brand integrity programs, including The Genius of Play™ movement, which raises awareness of play's benefits and has successfully encouraged millions of families to make time for play in their day-to-day lives.

Mr. Seiter has more than 30 years of integrated marketing communications and advertising experience. He was chief marketing officer for the Specialty Food Association, held a variety of marketing communications positions at Kraft Foods, and worked at several agencies on high-profile food accounts.

Having earned a master's degree in educational psychology, Mr. Seiter taught emotionally handicapped and learning-disabled children, and saw firsthand how play and toys drive their healthy development. He currently resides in Stamford, CT with his wife and is the father of two children.