



Steve Pasierb
President and CEO, Toy Industry Association

Steve Pasierb joined the Toy Industry Association (TIA) as President and Chief Executive in April of 2015. In this position, he is responsible for leading the growth, development, and oversight of an innovative \$18M+ not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages. TIA's more than 750 member companies account for approximately 90% of U.S. domestic toy sales. The U.S. toy industry drives more than 491,000 jobs with \$24.51 billion in wages, contributes \$9.93 billion in combined state and federal taxes, and has an annual U.S. economic impact of \$76.71 billion. Nearly 98% of U.S. toy manufacturers, wholesalers, and distributors are small businesses. The Association's external affairs programs have expanded to encompass industry-related issues at the state, federal, regional and global levels; its go-to-market trade events, including the annual North American International Toy Fair, attract increasingly global audiences; and its expansive philanthropic activities in partnership with members have grown to serve millions of children in need each year. TIA is an organization devoted to both membership excellence and sharing the genius of play.

Mr. Pasierb previously served for 14 years as President & CEO of the Partnership for Drug-Free Kids, the nation's largest nonprofit organization dedicated to reducing adolescent substance abuse. He assumed the leadership role in 2001. Prior to working for more than two decades in public health, he worked in Maryland state government as well as the marketing communications and media worlds.

In addition to his leadership experience, Mr. Pasierb has acted as a frequent commentator in broadcast, print and social media. This extensive aspect of Mr. Pasierb's work over the past two decades has included appearances on major news media outlets nationwide.

Mr. Pasierb holds a Masters of Education in communications media and a Bachelor of Science in criminology; he is also a member of the national Honor Society of Phi Kappa Phi for scholarly distinction. He serves on the U.S. Chamber of Commerce Association Committee of 100, the Board of Directors of the Treatment Research Institute affiliated with the University of Pennsylvania, and is a member of the organizing committee of Advertising Week in New York City, among other engagements.

In November 2003, Mr. Pasierb was honored by the American Advertising Federation and elected to the Advertising Hall of Achievement, the industry's premier award for professionals

who have made a significant impact on the communications industry. An avid sailplane enthusiast, gardener, and traveler, he is also a contributing writer for remote control model magazine properties and websites.