



Anna Yudina
Director of Marketing Initiatives, The Toy Association

Anna Yudina joined The Toy Association in February 2015 as the Director of Marketing Communications. Ms. Yudina is spearheading the Association's consumer-directed The Genius of Play™ movement to raise awareness of play as a crucial part of child development and encourage families to make time for play in their daily lives. Since its launch in June 2015, The Genius of Play™ has generated over 18 million engagements and over 2 billion impressions among its target audience.

Previously, Ms. Yudina was the Digital Marketing Manager at Sherwin-Williams, where she championed a category-leading social media program for Minwax, the #1 brand of wood finishing products in North America. Additionally, Ms. Yudina has worked in product development and brand management roles that span across several consumer product categories including toys, beverages, household/DIY, and promotional products.

Ms. Yudina holds a Master of Business Administration Degree in Marketing from Baruch College and a Bachelor's Degree in Literature and International Business from Ramapo College of New Jersey. She resides in New Jersey with her husband. In addition to promoting play, her interests include traveling, learning about different cultures, and studying foreign languages.