



ABOUT WiT



OUR MISSION

Our reason for being is the advancement of women through leadership, education and advocacy; and we push our mission through action.

OUR VISION

To foster gender equality, opportunity and outcomes in both work advancement and representation, and that the contributions of women are recognized, valued, and respected.

OUR VALUES

Integrity | Respect | Innovation | Inclusivity | Collaboration | Accountability



BOARD OF DIRECTORS



JANICE ROSS - PRESIDENT

Brand Fresh Management



CRISTINA LIQUORI - TREASURER

LEGO Systems, Inc.



AMY THOMPSON

Mattel



ANGELINA CASTRO

Jazwares



ANNE CARRIHILL

Amazon



CHRISTINA SKLAVENITIS

Christina Sklavenitis Consulting



DELANIE WEST

Be Super Creative



JENNIFER CAVEZA

Otis College of Art & Design



JULIE GWALTNEY

TOMY



KAREN KILPATRICK

Kayppin Media



KIARA IMANI

LikeU



KRISTI WASMER

Paramount



KRISTIN LECOUR

9Story Media Group



LEILA NOSRATI

Master Toy Advisors



LISA WHITAKER

Kidfinity, Inc.



MICHELLE WEBER

Toy'n Around



NATASHA TOUS

VTech Electronics



SHAWN SMITH

Osmo



STEFANIE BARONE

Jazwares



TARA DEAKIN

Spin Master

WiT STAFF



MARY KAY RUSSELL

Executive Director
marykay@womenintoys.com



PEG BROM

Community Manager
peg@womenintoys.com



SARAH GREENBERG

Program & Events Manager
sarah@womenintoys.com



ALLIE BENHAM

Marketing Manager
allie@womenintoys.com



SANDY LEPIANKA

Operations Manager
sandra@womenintoys.com





NETWORKING
OPPORTUNITIES

EDUCATIONAL
WORKSHOPS

MONTHLY
WEBINARS



RUTH HANDLER MENTORSHIP PROGRAM

FOR WOMEN IN TOYS, LICENSING & ENTERTAINMENT

MENTORSHIP IS A PATH TO LEADERSHIP

- Guided 1:1 personalized 4-month partnership
- Algorithm matches are based on mentees' goals and mentors' skill sets
- Intra-company mentor matches available
- Enroll as a mentee and mentor!

“

"It's amazing! It flows very naturally, my mentor is fun and very helpful. I'm so happy I enrolled!"

MENTEE

“

"By far the best mentorship program that I've participated in."

MENTOR

“

"I've already been much more productive because of our goal setting session."

MENTEE

“

"The structure, content, and matching are awesome! I would highly recommend it to any of my peers."

MENTOR

“

"The whole experience was fantastic. I gained a lot of self confidence over the last 3 months."

MENTEE

“

"Love the platform we're using to help guide the process. Helps keep me organized!"

MENTOR



BUILD. GROW. ADVANCE.

The YPN mission is to help young professionals build a community of peers within WiT, heighten your leadership skills, and give you the support and tools you need to succeed. You have the freedom to be involved however it suits you best — from committee work, to formal events and informal networking opportunities, to catered programming created just for you. **Join the YPN Community on Slack today!**

"What an incredible group of people! I can't tell you how inspiring it is to be able to connect with other highly driven women in a setting like this. I love that the vibe is all about empowering each other and slaying our goals!"

Haley Chapman, The LEGO Group

"From my first WiT YPN event, I've felt uplifted, embraced and respected by a community of brilliant female leaders in our industry. . It's rare and incredible to have an outlet and community of women to connect and exchange helpful resources with on this level!"

Marijana Mustec, Corus Entertainment / Nelvana

"In such a fast paced and dynamic industry, it's nice to have a space to pause for personal and professional development, and to connect with other young professionals in the field in a fun and collaborative way."

Shelby Lapoce-Lintz, Hasbro

WIT WEBINARS

Rich content, delivered live and on demand.



Professional
Development



Communication
Skills



Presentation
Skills



Sales &
Negotiation



Licensing



Industry Topics
& Trends



Mental Health
& Wellness



Work/Life
Balance

GET CONNECTED WITH THE WIT COMMUNITY ON



See what members are sharing, offering
and hiring for in our members-only Slack
workspace.

For your invite, email:
info@womenintoys.com

I'm going to be
hiring on my
team soon if you
know anyone!

I can't
believe how
amazing this
community is.

Sharing is caring
- here's a fun,
free craft for your
family!

Will anyone be
at the upcoming
trade show?
Would love to
connect and
meet fellow
members IRL!

WIT WONDER WOMEN IN TOYS, LICENSING & ENTERTAINMENT AWARDS

Honoring the brightest women in toys, licensing & entertainment.

The WiT Wonder Women Awards is an annual gala celebration of our industry's remarkable women.

Join us for the 2023 Wonder Women Awards on Sunday, October 1, 2023 at Chelsea Piers, Pier 60 in New York City.

[WATCH VIDEO](#)



THANK YOU TO OUR 2022 SPONSORS

PLATINUM



GOLD



Foundation



SUPPORTING



SILVER



BRONZE



FRIENDS OF WiT

ASTRA • Children's Media Association
Gifts & Decorative Accessories • Global Toy News
Hong Kong Toy Council • Kidscreen • Licensing Magazine
LicensingSource.net • Toy World Magazine
Total Licensing • YOTTOY



Ready to become a member? [Click here](#)

For more information, please contact:

Peg Brom, WiT Community Manager | peg@womenintoys.com
[**www.womenintoys.com**](http://www.womenintoys.com)