

Kristin Massett

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Global Project Management, Brand Strategy & Budget Management

20+ years of experience in fast-paced environments, primarily within the toy industry. Proven expertise in driving projects from concept to execution, managing cross-functional teams, and delivering impactful marketing and branding initiatives across global markets. Strong background in global budget management, P&L oversight, and strategic planning to ensure profitability and growth. Adept at juggling multiple projects, leading diverse teams, and collaborating with stakeholders worldwide to achieve strategic goals.

Highlights of Expertise

- Global Project Management
- Brand Strategy & Licensing
- Global Budget Management & P&L Oversight
- Cross-Functional Team Leadership
- Multi-channel Marketing
- New Product Launches
- Strategic Partnerships
- Licensor Management

Career Summary

Moose Toys, El Segundo, CA

Senior Brand Manager – Global Brand Strategy & Licensing (2021 to 2024)

- Played a pivotal role in the two-year product development cycle, managing global budgets and P&L with a focus on fulfilling project goals and ensuring successful market launches worldwide.
- Developed and executed brand and marketing strategies, collaborating closely with cross-functional teams across multiple regions to identify market gaps, drive growth, and optimize global budgets.
- Led competitive landscape reviews, shaping pricing and product line strategies with input from internal teams and external partners, ensuring alignment with financial objectives.
- Managed relationships with high-level licensors, including Warner Bros., Universal, and Illumination, ensuring alignment with brand vision and maximizing licensing opportunities.
- Coordinated global marketing forecasts and worked closely with sales, operations, and external partners to ensure timely and successful project execution within budget.

JAKKS Pacific, Culver City, CA

Marketing Director – Girls & Private Label (2013 to 2020)

- Managed \$40M in existing product lines and new business, with full responsibility for global budget management and P&L oversight, ensuring project goals were met across all categories.
- Built and strengthened relationships with key buyers, and managed licensed lines through partners like Disney, Marvel, Nickelodeon, Warner Bros., McDonald's and General Mills.

- Steered the development, presentation, and launch of several Target-exclusive product lines, driving significant revenue while maintaining strict budgetary controls.
- Delivered engaging sales presentations and collaborated with teams, including the Hong Kong office, to ensure products met margin requirements and budget targets.
- Led cross-functional teams in the development of key marketing initiatives and product launches, ensuring alignment with global financial goals.

Spin Master Toys, Los Angeles, CA

Brand Manager – Preschool Category (2006 to 2013)

- Played a role in working with Nickelodeon and the creative team on the concept development of the wildly successful preschool show P.A.W. Patrol, as well as the successful launch of the product line into retail during its debut year.
- Managed the full product lifecycle for major global brands, overseeing budget management and collaborating with cross-functional teams to ensure alignment with project goals.
- Delivered comprehensive global marketing plans, driving brand growth through competitive analysis and close collaboration with internal and external partners, while ensuring adherence to budgetary constraints.

Small World Toys, Culver City, CA

Marketing Coordinator / Marketing Manager (2001 to 2006)

- Directed marketing and project management for seven core brands, working closely with cross-functional teams to deliver on project goals within budget.
- Increased award-winning product recognition by 75%, maximizing return on investment through strategic partnerships and effective budget management.

Education

- Bachelor of Arts in Psychology – California State University, Long Beach, CA
- Visual Merchandising / Space Design – Fashion Institute of Design and Merchandising, Los Angeles, CA