



women innovators

OF PLAY | OCTOBER 9, 2025

“We are on a mission to attract more women and girls to the toy and game industry, and I could not be more inspired by the response to our Women Innovators of Play event and challenge.”

—KIM BOYD, PRESIDENT,
LICENSING AND ENTERTAINMENT, HASBRO

2023 HIGHLIGHTS

Inaugural
Event

10 Million
Media Impressions

130 Challenge
Submissions

979
Unique Logins

2024 HIGHLIGHTS

Year
2

100+ Challenge
Submissions

230 Million+
Media Impressions

1973
Registrants

KEY OBJECTIVES

- Champion women's creativity and women-led innovation
- Create a more welcoming innovator community
- Grow women's representation in toy and game industry
- Inspire young girls to unleash their creativity
- Make Hasbro the destination of choice for women innovators
- Learn more [here](#).



WHO ATTENDS THE VIRTUAL CONFERENCE?

- Emerging toy and game inventors and designers
- Students from toy, game and video game design college and university programs
- Early- to mid-level career toy, gaming and entertainment industry professionals
- Hasbro employees
- Majority women participants but open to all genders
- Majority US participants with global representation, particularly Canada and UK



Hear from thought experts and leaders in toy and game design, brand management, retail, marketing, and more!

2025 Challenge

- Opens October 9, 2025
- Submissions Close November 13, 2025

We are searching for the next great woman-led mass market toy or game!

Winners will receive a \$10,000 USD cash prize, a trip to Hasbro HQ, and the opportunity to be mentored by Hasbro's award-winning toy and game design teams.

Must be 18+ to enter and from select countries.

Full rules and eligibility requirements will be posted at spark.hasbro.com/womeninnovators in September.



2025 PROGRAM AT-A-GLANCE

FROM SKETCHBOOK TO SHELF

A PANEL ABOUT DESIGNING PRODUCTS TO INSPIRE AND DELIGHT TODAY'S FANS



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LIZ
DESILVA



VLASTA
KOMOROUS-KING



JODI
NORGAARD



VIVIAN
NGUYEN

Must be 18 years or older to register.

SHOP TALK

A PANEL ABOUT POWER DYNAMICS, PIVOTING AND THE FEMALE POV IN RETAIL



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ALI
MIERZEJEWSKI
MODERATOR



LISA
GILBERT



ANNE
CARRIHILL



CHRISTINA
JANSA



GRETA
CAREY

Must be 18 years or older to register.

DREAMING BIG WITH THE WILD OPTIMISTS



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JULIANA
MORENO



ARIEL
RUBIN

Must be 18 years or older to register.

SPARK MOMENT: AT GEN CON WITH ELIZABETH HARGRAVE



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ELIZABETH
HARGRAVE

Must be 18 years or older to register.

IN CONVERSATION: LESSONS ON LEADERSHIP, FANDOM & THE FUTURE OF PLAY



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BERTIE
THOMPSON



EUNICE
LEE

Must be 18 years or older to register.

PAST SPEAKERS INCLUDE

Dr. Becky Kennedy, Good Inside

Aisha Tyler, Actor/Director/Entrepreneur

Dr. Michelle Thaller, Astronomer & Science Communicator, NASA

Juli Bennett, VP, Industry Advisor, Toys at Circa

Azhelle Wade, CEO & Founder of The Toy Coach

Jane Douglas, Games Journalist & Presenter

...and many more