

**Merryl Reynolds**

Senior Vice President, Sales



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Merryl Reynolds is SVP at JAKKS Pacific Inc. a leading manufacturer and marketer of toys and consumer products sold throughout the world, with its headquarters in Santa Monica, California. JAKKS manufactures a wide range of proprietary brands as well as entertainment-inspired products featuring premier licensed properties. Merryl is responsible for curating custom products and programs for of the Alt channel and e-commerce business segments. Accounts include AMAZON, Costco, The Disney Stores, Disney Parks, and Home shopping Network. She is also involved with JAKKS CARES the philanthropic arm of Jakks helping to make a positive impact in the lives of children.

Previously Merryl was Vice President of New Business development for Equity Marketing Inc., Beverly Hills CA. Equity Marketing, Inc. produced toys and other products based on animated characters from motion pictures and television programs. Equity's business was built upon the synergy that existed between entertainment producers and retailers or restaurateurs. Giving away or selling toys depicting characters from popular films or television programs to bring customers through the door of accounts like Burger King was the cornerstone of Equity's business model.

Merryl came to Equity through the acquisition of her firm, EPI Marketing Southport, CT in 1996. EPI, Environmental Preservation Inc.; was a full service cause related marketing agency that procured products and promotions for clients including The Nature Conservancy, The National Wildlife Federation and Wolf Education and research Center. Products that supported these causes were sold in nature and pet stores nationwide; as well as retail chains like Benetton.

Prior to that Merryl was the International Marketing Director for Paloma Picasso working for Cosmair, NYC, NY. She launched for Paloma Mejour Meni the first makeup line for Picasso in the designer Fragrance division of Cosmair. She also designed the world of Picasso an immersive in stores event that brought together the history and essence of the Picasso brand to customers.

Merryl's love of fashion was born when she studied at Parsons School of Design in Paris where she had the opportunity to study fashion merchandising and promotion with Fashion Icons like the house of Dior and Yves St Lauren. Upon her return to NYC, she worked for Gene Fahy former publisher of Woman's Wear Daily. Together they collaborated and formed an ad agency that became the agency of record for Christian Dior Licensors.

Merryl grew up in Weston Connecticut and is a graduate of Connecticut State University with a BS in Art education and Psychology.

Her interests include travel, children's causes and the love of creating exciting products that make a difference. Her passion is advocating for the disadvantaged.