

CTA Lifetime Achievement Award 2026

Retail Buying

Robert (Bob) Curran

Bob had an extensive background in retail merchandising and marketing, beginning in 1976 and spanning almost 50 years. He was an enthusiastic team player with the ability to motivate, support, and develop people.

Bob began his career at Consumers Distributing, spending 13 years at Consumers and Toy City.

He moved on to become General Manager at Dorchester Distribution. He received the Canadian Toy Testing Council's Toy Value of the Year Award for Raccoon Pen Pals. During this time, he served on the Toys and Games Retail Advisory Board. He also negotiated with the Canadian Olympic Board to have Bert and Lisa of the Raccoons named the official Olympic mascots. Bob held the position of Vice President of Marketing at Playmates Toys. He represented the company as a founding member and President of CIDSA (Canadian Interactive Digital Software Association).

For 16 productive years, Bob served as a Consultant and Senior Buyer at Toys R Us. He received various honours during this time. One of Bob's greatest strengths was mentoring many of today's leaders in retail and toy manufacturing.

He attended Western Michigan University on a hockey scholarship.

Bob has been married to Debbie for 48 years. They have four children and eight grandchildren. He is now retired and enjoying time with his family, travel, golf and hockey.
