

CTA Hall of Fame Inductee 2026

Jeff Hurst

For more than 30 years, Jeff Hurst has been a respected leader in the Canadian toy industry, building a career defined by commercial success, collaborative leadership, and an unwavering commitment to the people and organizations that make the industry thrive.

Jeff's career has spanned many of the industry's most recognized companies, including Hasbro, LeapFrog, MGA Entertainment, Spin Master, Moose Toys, and Kally Sales Group. Along the way, he has worked on iconic brands including Monopoly, LeapPad, PAW Patrol, Hatchimals, Bratz, Little Tikes, Bluey and many others, while building trusted partnerships with Canada's largest retailers.

His greatest professional impact and longest role came during his ten years with Spin Master, where he served in several leadership roles, including Vice President of Sales and Marketing for Canada, Vice President of U.S. Emerging Accounts, and the company's first Global Culture Ambassador.

Developing people, building strong teams, and creating positive workplace cultures became defining characteristics of his leadership throughout his career.

Equally important has been Jeff's dedication to the Canadian Toy Association. What began with an invitation to work on the Association's Media Committee evolved into one of the most rewarding and meaningful chapters of his professional life. Jeff joined the Board of Directors in 2005 and later served seven years as Chair, partnering with a wonderful team at the Association through some of the industry's most significant challenges and opportunities.

CTA Hall of Fame Inductee 2026

Jeff Hurst

Throughout his career, Jeff has earned the respect of colleagues not only for his business accomplishments but also for his integrity, humility, and collaborative leadership style. Whether launching iconic brands, building winning teams, mentoring future leaders, or representing the industry through times of change, he has consistently believed that long-term success is built on trust, relationships, and helping others succeed.

Recently retiring and reflecting on his career, Jeff says:

"When I look back over the past 30 years, it's the people I'm most grateful for. I have had the privilege of working alongside exceptional colleagues, customers, and industry partners who challenged me, inspired me, and became lifelong friends. Serving the Canadian Toy Association has been one of the greatest honours of my career, and I hope I've been able to give back to an industry that has given so much to me."
