



Steve Totzke
President and Chief Commercial Officer, Mattel, Inc.

Steve Totzke is President and Chief Commercial Officer of Mattel. In this role, Steve oversees Mattel's global commercial operations and worldwide sales in more than 150 markets.

Steve has an impressive record of accomplishments in his 28 years in the industry, with over 20 years leading growth in Canada. Previously, Steve served as Executive Vice President and Chief Commercial Officer for Mattel, charged with creating and leading a unified global commercial organization – a key pillar in the Company's strategy to transform Mattel into an IP-driven, high-performing toy company.

Under Steve's leadership, Mattel has developed exceptional e-commerce capabilities, evolved a "digital first" demand creation approach and expanded its reach based on an all-channel growth strategy through collaboration with all major retail partners.

Steve's contributions to Mattel span across several senior general management positions including sales, marketing, and business operations. His previous leadership roles at Mattel include Executive Vice President, Commercial for Mattel's North America division with responsibility for the commercial execution, sales, and merchandising strategy for its largest region, Senior Vice President of U.S. Sales and Shopper Marketing, Vice President and General Manager of Operations in Australia, and Vice President of Sales and Customer Service in Canada.

Steve received an MBA from Pepperdine University Graziadio School of Business and Management, which recently named him a Notable Alumni. Steve is actively involved in the toy industry as he serves on the Mattel Children's Foundation, the Advisory Board for the Women in Toys Association, and previously served on the Board of Directors of the Toy Association. Through the Mattel Canada subsidiary, Steve supports philanthropic partnerships with Make-A-Wish Foundation and Big Brothers Big Sisters Toronto.

During his 28-year career in the toy industry, Steve has demonstrated an unwavering commitment to celebrating Canadian best practices and supporting top-level Canadian talent. The Canadian Toy Industry is stronger today because of Steve's contributions throughout his impressive career.