



Chris Beardall
Former President of Toys & Chief Commercial Officer, Spin Master

For over two decades, Chris Beardall stood at the forefront of the global toy industry, serving as a pivotal force in transforming Spin Master from a modest Canadian startup into a worldwide powerhouse in children's entertainment. His career, marked by visionary leadership, innovative spirit, and unwavering integrity, has left an indelible mark on the world of play.

Born with a keen eye for consumer trends and a passion for product innovation, Chris began his professional journey in retail operations and buying. Over 17 years, he honed his expertise at Woolco Department Stores and Walmart, where he specialized in toys and sporting goods. This foundational experience instilled in him a deep understanding of supply chains, merchandising strategies, and market dynamics, equipping him with the analytical acumen that would later propel his success in product development and global expansion.

In 2000, Chris joined Spin Master as Vice President of Product Development, bringing his retail-honed insights and creative vision to the burgeoning company. His ascent through the ranks was swift and impactful: he advanced to Senior Vice President of Sales for North America, then Executive Vice President of Global Sales, and ultimately to President of Spin Master Toys and Chief Commercial Officer. In this culminating role, he oversaw the Toy Creative Centre, directing essential functions including product development, design, packaging, licensing, product marketing, and global sales—elements that underpinned Spin Master's exponential growth.

Throughout his 23-year tenure, Chris's contributions were vast and transformative. He spearheaded the introduction of thousands of toys to markets worldwide, expanding the company's reach to over 100 countries and diversifying its portfolio across numerous play categories. Under his guidance, Spin Master built and scaled multiple global brands to surpass \$1 billion in sales, including the blockbuster launch of Hatchimals and the debut of Bakugan as the premier boys' action brand. Chris also championed strategic acquisitions, such as Cardinal Games, which revitalized Spin Master's games division into a market leader, as well as Swimways, Rubik's Cube, and Melissa & Doug, broadening the company's offerings and enhancing its competitive edge.

Renowned for his uncanny ability to identify potential mega-hits, Chris excelled at rallying cross-functional teams around a unified vision, turning innovative concepts into global sensations. His sharp instincts for interpreting early point-of-sale data enabled bold, high-stakes decisions that accelerated product momentum, often at remarkable speeds. As a champion of innovation, he forged groundbreaking licensing partnerships, nurtured evergreen brands, and greenlit daring designs that captivated generations of children while driving commercial triumphs.

Chris's leadership style was equally inspiring: collaborative, authentic, and empowering. He fostered an environment where teams could innovate freely, dream ambitiously, and execute swiftly, ensuring Spin Master's portfolio remained fresh, relevant, and magical. Beyond the boardroom, his ethical approach and respect for peers earned him widespread admiration across the industry, cultivating enduring partnerships with international retailers and solidifying Spin Master's reputation as a trusted innovator.

Deeply committed to the societal value of play, Chris advocated for initiatives highlighting its developmental benefits and joy, positioning the toy industry as a force for good in children's lives—both globally and within his local community. His career exemplifies a rare fusion of creativity, strategic prowess, and genuine dedication to enriching young minds.