



Inspiring Generations of Play

Kristin Morency Goldman

Toy Trends Spokesperson / Senior Director, Strategic Communications, The Toy Association



As The Toy Association's senior director of strategic communications, Kristin Morency Goldman manages and advances the Association's communication programs; develops key toy safety, advocacy, and B2B messaging and outreach; liaises with members, staff, and media contacts; and works to enhance media coverage for the Association and bolster its reputation among target audiences.

As an official spokesperson for The Toy Association, Kristin tracks consumer trends and follows the latest developments in the toy marketplace and parallel industries, working with member companies, external contacts, and internal trend specialists. She has been interviewed by broadcast and print publications including WNBC Today in New York, Good Day Sacramento, CNN.com, CTV News, Los Angeles Times, New York Magazine, Woman's Day, The Spruce, Fast Company, Huffpost, and the Wall Street Journal.

With 15 years of experience working in communications, Kristin previously held positions in media relations and corporate communications, having worked in the New York Governor's press office, at Chanel, and at a public policy think tank. She holds a master's degree in communications from NYU.

A native of Montreal, Canada, Kristin started her career as a daily news reporter at the Montreal Gazette. She currently resides in Montreal with her husband and two young children.