

## **Toy Talks**

### **Experts Speak on the Present and Future of Toys and Play**

#### **Speaker Profile**



**Ms Laura Post**  
**Former Vice President of Global Insights, Lego Group**

#### **Bio**

Laura A. Post is an insights and strategy executive who helps organizations drive innovation, revenue growth and business transformation through breakthrough insights and analysis. Most recently, she was Vice President of Global Insights for The LEGO Group, the Danish toy company, leading the company's research and insights group. The insight team conducts research across the globe on children, families and markets, bringing the "voice of the consumer" into the business. In nearly three decades at the LEGO Group, Ms. Post held leadership roles in strategic planning, sales management and business intelligence.

Ms. Post has a Bachelor of Arts degree from Cornell University and a Masters of Business Administration from the University of Connecticut. She has served as Vice-Chair of the U.S. Toy Industry Association's Research Committee, is an appointee to the Connecticut Early Childhood Cabinet and serves on boards of local charities.