

**KATHRIN P. BELLIVEAU**  
Dual citizenship: US and EU (Greece)

### Professional Experience

**Hasbro, Inc [NASDAQ: HAS], Pawtucket, RI**

**1997 – Present**

*Hasbro is a leading global toy, game, and entertainment company with ~\$6B in revenue across Toys, Games, Collectibles, Entertainment, Location-Based Entertainment, and Licensed Consumer Products (including apparel, footwear, housewares, food, and confections); home of the iconic MONOPOLY, TRANSFORMERS, Play-Doh, EASY BAKE, NERF, Peppa Pig, and Dungeons & Dragons brands.*

**EVP & Chief Purpose Officer**

**2020 – Present**

Visionary leader who has architected and driven Hasbro's ESG strategy, establishing credibility and long-term confidence with external stakeholders, including investors, credit agencies, and corporate raters & rankers. Provides strategic and tactical leadership for all aspects of Hasbro's non-financial performance, and drives and develops creative, sustainable, and responsible business practices in a complex, highly regulated consumer-facing business. Also leads External, Government, & Regulatory Affairs, Consumer Affairs, and Corporate Communications. Serves as company's primary spokesperson on matters of corporate policy, both internally and externally. Reports directly to the CEO and leads a team of 125 professionals across the globe. Currently leading through Hasbro's strategic transformation and "Blueprint 2.0" strategy, focused on restoring growth and profitability across the core business and reinvigorating total shareholder return. In addition:

- Leads Hasbro's global Climate Action Plan, including setting Science-Based Targets and implementing a Climate Risk plan in accordance with TCFD, to be completed in 2023.
- Sets enterprise-wide policy and strategy for engagement with key global government stakeholders and regulators, policymakers and executive branches, safety standard-setting bodies, and NGOs, from trade and climate to health, safety, and worker wellbeing.
- Led strategy for closure of 100-person office in Russia following Ukraine invasion, successfully managing commercial, government sanctions, worker, and reputational risks.
- Partnered with CEO to lead development and roll-out of Hasbro's new corporate Purpose, Mission, and Values.
- Established innovative employee engagement & volunteerism programs with an 88% global participation rate (2021 & 2022 average) to rebuild culture and retain talent as an employer-of-choice, post-COVID.
- Rebuilt global Consumer Affairs, Corporate Communications, and Quality Assurance functions, leadership, and structure.

**SVP, Global Government & Regulatory Affairs, Ethical Sourcing, and CSR**

**2016 – 2020**

Provided strategic and tactical leadership for all aspects of government relations, regulatory affairs, crisis leadership, CSR, and ESG, including product and content safety, chemical safety, trade policy, employee health & safety, compliance, human rights, ethical sourcing, human capital management, DE&I, and sustainability. Reported jointly to the Chief Strategy Officer and Chief Legal Officer and led a team of 50 reports, including regional attorneys and professionals based in Asia, Europe, and North & South America. Led formation of company's executive COVID crisis committee in 2020 and company-wide initiative to implement best-in-class COVID protocols for safe manufacturing across US, Europe, and Asia. Pioneered first worldwide toy & game recycling program for consumers in 2018, launched in US and now in 12 countries globally, setting the industry standard. Advocated for and gained Chairman & CEO buy-in for company-wide DE&I strategy, including setting public DE&I goals, establishing an office of DE&I, and linking executive compensation to DE&I. In addition:

- Drove global advocacy for toys & games securing "essential products" status for remote schooling and retail sale during lockdowns.
- Led effort to convert third-party factories into producers of emergency face shields for donation to healthcare workers (2020-21).
- Developed advocacy strategy to mitigate US tariffs on China-made toys and games, including direct advocacy with USTR, COO testimony at USTR hearings, and CEO meetings with the White House (2019).

- Rebuilt global Ethical Sourcing function, leadership, and structure in 2016-17 through talent acquisition and implementation of new, rigorous factory auditing and capacity-building standards across global supply chain, now recognized as best-in-class by mass retailers and Fortune 50 licensors.
- Re-designed company's Product Safety and Quality Standards, Reporting, and Recall frameworks in 2017 to ensure harmonized and consistent approach to product safety across every global market.

**Vice President, Global Compliance, Government Affairs, Product Safety, and CSR**

**2011 – 2016**

Responsible for ethics & compliance, CSR, product safety, and global government relations. Reported to Chief Legal Officer and led team of six direct reports based in UK, Germany, Amsterdam, Switzerland, and US. Led revamp of entire global Ethics & Compliance program in 2014; led company and toy industry effort to update TSCA legislation in 2015-16, working with NGO groups, US Senators, and the chemical industry to achieve a balanced legislative solution for stakeholders. In addition:

- Led Code of Conduct rewrite, development, and updating of all Ethics & Compliance policies worldwide, including bespoke policies for China, and implemented company-wide training program, achieving 100% employee and Board participation rate, securing World's Most Ethical Company® status.
- Appointed by CFO to lead SEC Conflict Minerals supply chain traceability and public reporting program in 2011, achieving top rating from academic and NGO rankers in field, currently in place.

**Vice President, Global Government & Regulatory Affairs, Product Safety, and CSR**

**2008 – 2011**

Responsible for global government and regulatory affairs, product safety compliance, and CSR. Reported to Chief Legal Officer and led team of four direct reports in US and UK. Appointed by CEO to launch company's first-ever CSR department and develop holistic strategy to elevate company profile. Advocated for and launched Government Affairs function in 2008 to address growing business needs in Washington, DC, and Brussels for Hasbro engagement in rewriting of global toy safety laws & standards impacting core business. In addition:

- Developed company's first-ever public CSR Report (FY 2010) in 2011, becoming first company in industry to disclose factory locations.
- Led successful negotiations with Greenpeace in 2011 to implement global paper policy to protect endangered forests and avoid public protest at company HQ.
- Developed and published company's first Human Rights Policy.

**Early Career Experience**

**1993-2007**

Served as Hasbro in-house attorney from 1997-2007 in positions of increasing scope and responsibility, including Legal Counsel (1997-1998), Senior Legal Counsel (1998-2000), and Managing Attorney for Hasbro's Global Operations (2000-2007,) a \$1.2B operation. Started career as a Legal Associate with Adler Pollock & Sheehan and Tillinghast Collins & Graham from 1993-1997, performing legal work in public finance, M&A, real estate, and corporate law.

Board Experience

**RI Public Expenditure Council, Director, and Executive Committee Member**

**2019 – Present**

Founded in 1932, the RI Public Expenditure Council (RIPEC) is a non-partisan, public policy think tank advising government, higher ed, and business on tax policy, economic development, and k-12 education in Rhode Island.

**Wellesley College Business Leadership Council, Member**

**2018 – Present**

Founded in 1989, the Business Leadership Council (BLC) is a by-invitation association of Wellesley College alumnae who have demonstrated sustained and recognized leadership in business or non-profit organizations. The mission of the BLC is to support women who will make a difference in the world. The BLC comprises ~225 alumnae globally.

**Toy Association, Inc., Director, and Executive Committee Member**

**2020 – 2022**

Founded in 1916, the Toy Association (TA) is the trade association representing the toy and play industry and whose members include brands from Melissa & Doug and Build-A-Bear to LEGO, Mattel, The Walt Disney Company, NBC Universal Media, Paramount, Amazon, and Target.

**RI Board of Governors for Higher Education, Trustee (appointed by RI Governor)**

**2006 - 2011**

The Rhode Island Board of Governors for Higher Education is the governing body of Rhode Island's public institutions of higher education—University of Rhode Island, Rhode Island College, and Community College of Rhode Island. Appointed by the Governor for their leadership in the community, trustees oversee academic and student affairs, tuition, audit, budget, finance, and facilities, as well as governance and ethics for the institutions.

**Education**

**Tuck School of Business at Dartmouth College, Hanover, NH**

**2005**

Executive Education

**Boston College Law School, Chestnut Hill, MA**

**1993**

Juris Doctor

**Athens Law School, Athens, Greece**

**1992**

International Law Studies

**Wellesley College, Wellesley, MA**

**1990**

Bachelor of Arts; Magna Cum Laude; Phi Beta Kappa

Division III Varsity Women's Lacrosse (1987-89)