



Hasbro Strengthens Digital Capabilities and Supply Chain Productivity with 3 Senior Appointments

July 11, 2024

*IT Expert Dan Shull Appointed Chief Digital Information Officer
Stephanie Beal Promoted to Chief Supply Chain Officer
Dan Rawson to Lead Direct and e-commerce*

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 11, 2024-- Hasbro, Inc. (NASDAQ: HAS), a leading toy and game company, announced three senior appointments today to build on the company's digital transformation and ongoing turnaround efforts. Dan Shull will join Hasbro as Chief Digital Information Officer, Stephanie Beal has been promoted to Chief Supply Chain Officer, and Dan Rawson is taking on an expanded role overseeing Direct and e-commerce, as well as continuing as Global Play Lead for DUNGEONS AND DRAGONS and RPGs. Stephanie Beal and Dan Rawson's new roles are effective immediately, and Dan Shull will join on July 15th.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240711417274/en/>



Stephanie Beal (Photo: Business Wire)

Dan Shull brings 25 years of Fortune 500 industry experience to Hasbro, previously serving as Chief Technology Officer at REI. Prior to REI, Dan held executive positions at Signet, Nike, and Borders. In this newly

created role, Dan will oversee Hasbro's digital and IT strategy, using the latest technology to drive efficiency and improved ways of working. Dan's vision and expertise will accelerate Hasbro's efforts to become a platform-first digital and information technology partner to entertainment and licensing counterparts.

"Dan's retail background, sophisticated understanding of the digital landscape, and strong people leadership experience make him a welcome addition to the Hasbro team. I'm confident he'll elevate Hasbro's digital offerings to drive productivity and better serve our employees, partners, and fans," said Hasbro CEO Chris Cocks.

Stephanie Beal will take over as Chief Supply Chain Officer from Shane Azzi, who is departing Hasbro at the end of July to pursue a new opportunity. The team is grateful to Shane and his leadership throughout Hasbro's supply chain transformation. Stephanie joined Hasbro in 2022 and has been an integral leader on the supply chain team. Most recently, Stephanie led a significant system transformation to digitize planning processes across the business, enabling teams to be more responsive and agile. In her new role, Stephanie will continue thoughtfully refining processes and systems to uncover inefficiencies and deliver more profitability. Prior to joining Hasbro, Stephanie held leadership positions at Kimberly-Clark, Anheuser-Busch InBev, and Unilever.

Dan Rawson, who oversees the DUNGEONS & DRAGONS franchise as Global Play Leader, will extend his remit to lead Hasbro Direct, inclusive of Hasbro Pulse and other direct-to-consumer digital strategies. Dan already manages D&D Beyond, Hasbro's largest direct-to-consumer platform, with over 18 million lifetime registered users. In his expanded role, Dan will help unlock growth for Pulse as a cherished fan destination and community, particularly as Hasbro expands its footprint in the adult collector market. Dan, a former Marine Captain, has led the development and operations of e-commerce and SaaS businesses at companies such as Amazon and Microsoft, in addition to having impressive leadership stints at leading e-commerce companies Flipkart and Coupang in India and South Korea, respectively.

"We are happy to celebrate Stephanie Beal's and Dan Rawson's new roles. They each bring strong capabilities, insights, and digital-first mindsets that will propel Hasbro forward as we continue to meet fans where they are and deliver magical play experiences across platforms," said Chris Cocks.

About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and the exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.



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