

Richard Stoddart

Chair & Former Interim CEO
Hasbro

Former President and CEO
InnerWorkings

Board Member
Altria



Rich Stoddart is the former interim CEO and current Chair of Hasbro Inc. (NASDAQ: HAS). He brings extensive experience in the advertising, marketing, and communications industries, including television, digital, social media, point-of-sale, packaging, and print, as well as building global brands, teams, and businesses. He has a strong track record of running P&Ls, brand-building, integrated marketing, business transformation, strategic planning, mergers & acquisitions, and marketing supply chain management.

Stoddart is currently Chair of the Board of Hasbro (NYSE: HAS), where he previously served as its interim CEO, and a board member at Altria (NYSE: MO). He also serves on the board of Highdive, a PE-backed advertising agency, and Affinity Answers, a private adtech company. He is a senior advisor to MK Capital and an advisor to AI startup Mavera. Formerly, he served on the boards of Selina (NASDAQ: SLNA), Carbon Media Group (sold to Vertical Scope), and non-profit boards Marwen, the American Advertising Federation (Chairman 2014-15), and Chicago Ideas Week. The American Advertising Federation awarded Stoddart the Multi-Cultural Career Achiever Award in 2013.

Stoddart's most recent operating experience was as President and CEO of InnerWorkings (NASDAQ: INWK), where he was the company's first-ever outside CEO hire. In this role, he managed a \$1B+ global P&L and drove a significant turnaround that resulted in EBITDA growth of more than 2x.

He was widely recognized for his strategic and commercial leadership of the company, investor and analyst communications, and financial stewardship, as well as his expertise in all facets of marketing execution and marketing supply chain management. InnerWorkings was sold to a competitor backed by Blackstone in 2020.

As CEO and Global President of Leo Burnett Worldwide, one of the world's largest advertising agencies, Stoddart was recognized for his leadership

in the development and integration of shopper, digital, social, and mobile capabilities as part of the company's overall marketing and brand strategy. He managed global operations with full P&L (~\$1B) and M&A responsibility and oversaw ~8,000 employees and 92 offices in 85 countries. He previously served as the agency's CEO of North America and President of North America.

Earlier in his career, Stoddart led Marketing Communications for the US Ford Division for Ford Motor Company, the company's largest and most profitable division. During his time there, Stoddart managed a \$750M+ communications budget and a department of 20. Prior to Ford, he worked in account management for advertising agencies Fallon and Leo Burnett Company in various leadership roles.

Stoddart holds a bachelor's degree in American Government from Dartmouth College. He is an active member of his community and serves on the board of the Off The Street Club, a non-profit community youth center in the West Garfield Park neighborhood of Chicago that provides programs and support for inner-city youth.

Stoddart enjoys hiking, downhill skiing, and cooking and is actively trying to figure out the game of golf. He and his wife, Lee Anne, reside in Winnetka, Illinois, and have two adult daughters and two young grandchildren.



I'm getting more out of it than I would have thought. I've tried exec coaches before, [Rich is] far superior to anyone I've ever met with. Just having really solid strategies and ideas on how to problem-solve / come up with solutions. Tangible things I can apply. He stays on task - he's able to synthesize what I'm saying and get to the point.

- CEO, Leading Non-Profit Organization