

## **Chris Campbell** **CMO/Consumer Marketing/Business Development**



Chris Campbell is the consummate mass market consumer goods professional. He spent more than 25 years in the fast-paced toy business where he held senior marketing positions with Mattel, Tyco Toys, K’NEX and Hasbro. He has a passion for new products, collaborative innovation, brand building, advertising, personnel development and generating revenues/ profits.

Chris has an extremely diverse background as a global marketer. Before entering the toy arena, he spent seven years with Coltec, an industrial manufacturer, where he specialized in international marketing and brand management. He entered the toy business as head of international marketing with Parker Brothers/Hasbro. After 11 years at Parker, he joined Tyco/Mattel as SVP Marketing. While there, Chris oversaw the integration of several acquisitions such as Viewmaster and Ideal Toys. His \$250 million business unit was #1 corporate-wide in growth and profitability. He started several \$100 million new toy lines from scratch and was credited with reviving brands like Magna Doodle, Ideal Games and Viewmaster.

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*Chris Campbell has been described as, “A collaborative leader with a passion for revitalizing under marketed brands and entrepreneurial instincts that drive successful new product lines.”*

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As head of worldwide marketing at K’NEX Industries, the construction toy manufacturer, he was credited with turning around six years of operating losses and more than doubling gross revenues. He joined Publications International in 2004 as SVP Marketing, where he initiated the company’s first TV commercials and consumer insight initiative. Additionally, Chris built the Story Reader brand of electronic books into the #1 brand in children’s books. In 2007, he started Trinity Consulting LLC, which specializes in consumer marketing, new business development, product licensing, advertising and consumer insights.

In addition to his consulting practice, Chris is the Executive Director of the Executive Network Group of Greater Chicago, which is a non-profit organization that supports senior executives in transition. Under his leadership, the group has tripled in size and has been featured on numerous national media programs. Chris is also a managing partner of CLS Construction Properties LLC, a real estate development group in Chicago.

**Find out more about Chris at [www.linkedin.com/in/chrisdcampbell](http://www.linkedin.com/in/chrisdcampbell)  
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