

Jada Toys is Preparing for More Growth

Jada Toys Expands Its Foot Print and Leadership to Support Their Continued Success

City of Industry, CA ([PRWEB](#)) August 31, 2016 -- Jada Toys, Inc., a leading market share toy manufacturer in Diecast Vehicles, Radio-Controlled Vehicles and Diecast Figures, announced today that it is expanding the leadership roles in Sales and Marketing by internal promotions and new hires:

- Bill Simons – CMO
- Steven Sandler – SVP of Global Sales
- Scott Neitlich – VP of Marketing
- Stephanie Rolland – Sr. Director of Sales & Marketing, International Accounts
- Jessica Thompson – Director of Sales, Walmart North America

Mr. Bill Simons has been serving as the Senior Vice President of Sales and other position at Jada Toys for over 14 years. His team-based approach to leadership has helped contribute to the Jada Toys evolution from a single category toy company to the multi-category toy manufacturer it is today. In his new role as Chief of Marketing, he will lead Jada Toys' Sales, Marketing, and Licensing Departments focusing on aggressive growth strategies and execution.

Mr. Steven Sandler is a veteran sales executive and expert in category management and building customer-centric sales teams. Over his 33 years of sales profession, Steve has served at various VP of Sales positions for Hasbro, Playmates, Roseart, and Bravo Sports. He has also been Director of Sales Training for Pepsi Cola. Steve has been awarded numerous vendor of the year awards from Wal-Mart, Target and Toys-R-Us. He will be leading the Global Jada Sales Team to expand Sales volumes and channels domestically and internationally.

Mr. Scott Neitlich specialized in collectable figure and vehicle marketing and has been praised as the "Toy Guru" in the toy collector network. He has over 15 years of experiences in Marketing for Mattel and Jakks Pacific. He will be overseeing the marketing and fan outreach for Jada's new line of diecast figures spanning the entire world of pop culture.

Ms. Stephanie Rolland has been stationed at Jada Toys' Hong Kong Office since 2014 for International Accounts. She is a French native yet has resided in Hong Kong since 2005 and served several French and UK companies such as SAS GIFI Diffusion, GIFI Asia, and Funville UK. Since her arrival two years ago, she has effectively increased the sales volume of Jada Toys' international accounts. With this new promotion, she will continue to increase Jada Toys product visibility in the EMA, Asia, Australia and Latin America territories.

Mrs. Jessica Thompson dedicated her sales profession on Walmart accounts for over 12 years with companies such as Crayola, Spin Master, Shell, Nike, and more. She will be stationed in Bentoville, Arkansas to support Jada's partnership with Walmart and work to increase the sales volume and shelf spaces within Walmart USA, Walmart Canada, Sam's Club, and Walmart.com.

"Jada Toys has experienced tremendous growth in the last two years." Said Jack Li, CEO and President of Jada Toys, "We opened a new showroom in El Segundo that is over two times the size of our showroom in City of Industry, Ca. Our Hong Kong headquarters and showroom is about to be doubled in size. This expansion in addition to the team of seasoned professionals in Sales and Marketing will be our first steps in not only

supporting this growth, but also building upon and continuing our success.”

Jada Toys is rapidly growing into new categories and expanding their entertainment license portfolio beyond their already successful die-cast and radio controlled vehicle lines. In 2017 we will be bringing a balanced portfolio of licensed, and non-licensed toys entering new categories of business. The new team of Sales and Marketing professionals will be working with key retailers and offering category management perspectives to help grow overall sales and EBIDTA for both the retail trade, and Jada Toys

About Jada Toys, Inc.

Jada Toys, Inc. is a privately held leading manufacturer of authentically licensed and highly stylized die-cast collectibles, radio control vehicles, and toys. Popular brands produced by Jada include Metals, Cutie Pops, Battle Machines, Big Time Muscle, Just Trucks, and HyperChargers. Jada has also acquired major toy licenses for top brands such as Fast and Furious, Robocop, Marvel Entertainment properties, DC Comics and Entertainment, Universal Pictures, Guitar Hero, Halo, Disney, Teenage Mutant Ninja Turtles, Ghostbusters, Hello Kitty and more. Jada Toys’ products can be found at major retailers and hobby stores worldwide. For more information about Jada Toys and all its innovative products, please visit <http://www.jadatoys.com>

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