



**Ginny McCormick**

*Boston, USA*

Chief Experience Officer (CXO) since September 2024

**PERSONAL INFORMATION**

Year of Birth: 1974  
Place of Birth: Missouri, USA  
Nationality: American



**ACADEMIC CAREER:**

Bachelor of Science & Bachelor of Arts in Finance and English from Boston College

**PROFESSIONAL CAREER:**

Since 2024	Chief Experience Officer (CXO), tonies SE, Dusseldorf, Germany
2022 to 2023	Chief Marketing Officer, Zappos Family of Companies, Nevada, USA
2021 to 2022	Marketing Director, Amazon Hub Worldwide, Amazon, Washington, USA
2011 to 2020	Head of Global Media, VP of North America, Integrated Media & Omnichannel, Sr. Director of Global Digital Marketing, Hasbro, Rhode Island, USA
2006 to 2009	Director of Interactive Toys for Disney Partnership, Techno Source, New York, USA
2000 to 2002	Director of Brand, Frictionless Commerce, Missouri, USA
1998 to 2000	Director of Product Marketing, Mattel, California, USA
1996 - 1998	Licensing Coordinator, Reebok, Boston, MA, USA

**RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE**

Ginny McCormick has held marketing leadership roles at Zappos.com, Amazon Hub, Hasbro, Mattel Interactive, and Reebok. Most recently, McCormick served as the Chief Marketing Officer at Zappos.com, where she oversaw all marketing, consumer insights, brand collaboration, and co-op advertising activities. During her tenure at Hasbro, she built a worldwide media organization and led go-to-market strategies for a prestigious portfolio of



brands, including Nerf, Monopoly, Transformers, Play-Doh, and My Little Pony. Ginny McCormick joined tonies as Chief Experience Officer (CXO) on September 2, 2024.