

Executive Leadership



Ynon Kreiz

Chairman and Chief Executive Officer

Ynon Kreiz is Chairman and Chief Executive Officer of Mattel, a leading global toy company and owner of one of the strongest catalogues of children and family entertainment franchises in the world. Mattel's mission is to create innovative products and experiences that inspire, entertain and develop children through play.

Mattel engages consumers through its portfolio of iconic franchises, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends® and MEGA®, as well as other popular brands that it owns or licenses in partnership with global entertainment companies. Mattel operates in 35 locations and sells products in more than 150 countries in collaboration with the world's leading retail and e-commerce companies.

Ynon joined Mattel as CEO in April 2018 and was appointed Chairman of the Board of Directors in May 2018, following several executive leadership positions in the media and entertainment industry.

Prior to Mattel, Ynon was Chairman and CEO of Maker Studios, a global leader in short-form videos content and one of YouTube's largest multi-channel networks. Maker Studios was acquired by The Walt Disney Company in 2014.

Prior to Maker Studios, Ynon was Chairman and CEO of the Endemol Group, the world's largest independent television production company and owner of major programming franchises including Big Brother and Deal or No Deal. Under Ynon's leadership, Endemol produced more than 10,000 hours of programming a year. He also strengthened the company's creative output, expanded into scripted content and grew its distribution business.

Prior to Endemol, Ynon was a General Partner at Balderton Capital (formerly Benchmark Capital Europe), one of the leading early-stage startup investors in Europe.

Before this, Ynon co-founded Fox Kids Europe NV where he served as Chairman and CEO. Under his leadership, Fox Kids became one of the fastest growing Pay TV channels in Europe and the Middle East and operated Pay TV channels across 54 countries, broadcasting in 17 languages. The majority ownership of Fox Kids Europe NV was acquired by The Walt Disney company in 2002.

Ynon serves on the Board of Directors of Warner Music Group. He is a member of the Board of Trustees of the Anderson Graduate School of Management at UCLA. He is also a member of Business Roundtable, an association of chief executive officers of America's leading companies.

Ynon received a bachelor's degree in Economics and Management from Tel Aviv University and an MBA from UCLA Anderson School of Management.