



Inspiring Generations of Play

**Isabel Carrion**

Toy Trends Spokesperson / Spanish Language Spokesperson /  
Senior Director, Digital Communications, The Toy Association

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Isabel Carrion serves as the official Spanish language spokesperson for The Toy Association. She is interviewed throughout the year on toy and product trends and has appeared on Univision, Telemundo, NY-1 Noticias, CNN en Espanol, EFE News Services (Spain), and RCN TV (Colombia) as well as local stations across the U.S. including WGN Chicago, Good Day Sacramento, Good Day Philadelphia, Good Morning Washington, and Portland's KOIN AM Extra, among others.

As senior director of digital communications, Isabel stays current on toy and product trends through the management of all of the Association's digital communications activities. She also meets with Toy Association member companies to preview products all year long and has spoken extensively on trending toys in numerous in-person and digital Toy Association trend presentations, offering media, buyers, and industry professionals a sneak peek at the hottest toys and games coming to market.

Prior to The Toy Association, Isabel worked at the Craft and Hobby Association (CHA), where she managed its web presence and helped implement a consumer marketing crafting-awareness campaign in the United States and the United Kingdom.

A mom to an active toddler and pup, Isabel and her family live in New Jersey.