

Warren Kornblum

Warren F. Kornblum served as Executive Vice President, Chief Marketing Officer for Toys “R” Us, Inc. In this position, he was responsible for brand management for all six “R” Us divisions – Toys “R” Us U.S., Toys “R” Us International, Kids “R” Us, Babies “R” Us, Imaginarium and Toysrus.com – on a global basis. In addition, he was responsible for developing corporate strategic alliances / partnerships and managing the corporation’s entertainment industry relationships.

Prior to joining Toys “R” Us in 1999, Mr. Kornblum was a managing partner at Bozell Worldwide in New York responsible for a number of key accounts such as Bell Atlantic Mobile, Levitz Furniture and The Islands of the Bahamas. He also held responsibility for the day-to-day management of Bozell Retail.

Mr. Kornblum has been a marketing/communications professional for two decades. He spent much of his career as Chief Executive Officer of his own advertising agency, Kornblum International, with offices in Toronto and Los Angeles. In late 1996, he joined Bozell Worldwide when it acquired Prism Communications in Atlanta, where Kornblum was President of U.S. Operations.

In addition to his role at Toys “R” Us, Inc., Kornblum is the International Past President of the Starlight Children’s Foundation, a member of the Board of The Toys “R” Us Children’s Fund, Inc. and served as a member of the Executive Committee of Toys “R” Us, Inc.

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Career Highlights

Multiple Award winning Advertising Creative Executive

Over 20 Internationally Recognized Awards

2004 Acknowledgement as one of the Top 3 Marketing Executives in the World

Advertising Age Top 100 Marketing Executives

Promo Magazine Top 20 Marketing Executives

Chief Marketing Officer of Toys "R" Us – 1999 through 2004

Creator of "Geoffrey the Giraffe"

#1, 3 and 4 Highest Recall commercials of the year in 2002

#1 Highest Recall commercial for Holiday 2003

Numerous licensing successes

Former Senior Advertising Agency Executive

Managing Partner Bozell worldwide

Led numerous client efforts at \$6.5 Billion agency

CEO/Chief Creative Officer KI International

Founder, Chairman & Chief Creative Officer

Author/Speaker/Media Personality

Board member – Starlight Children’s Foundation, Toys “R” Us Children’s Fund, The Ad Council Retail Advertising & Marketing Association & Mayor’s Brand Advisory Board for New York City

Executive Committee Member – Toys “R” Us, Inc., Starlight Children