

## **KRISTA LEE COUCH**



### **Associate Marketing Manager Mattel, Inc.**

As an Associate Marketing Manger, my job entails developing a comprehensive marketing plan and strategy for our products. I use what I learned in the Cal Poly Marketing Management concentration every day: Marketing Strategy, Market Research, knowledge of Consumer Behavior, and Brand Management skills, in addition to basic Marketing Principles. I feel confident in my abilities to lead and execute upon marketing strategies because of my thorough understanding of marketing theory learned while in the Cal Poly Marketing Management concentration.

Mattel is the world's largest toy company, and is probably best known for its line of Fisher-Price, Barbie, Hot Wheels and American Girl doll toys. Mattel was named one of 2007's Best Corporate Global Citizen, and made Forbes 2008 list of the 100 Best Companies to Work For.

### **What makes Mattel a great place to work?**

Mattel believes in a focus on work-life balance and has a number of programs and incentives in place to help employees achieve this. An onsite toy store allows employees to purchase Mattel products at a discount, while relatives and children of Mattel employees can be among the first to test Mattel toys. An onsite cafeteria, as well as onsite film processing and dry-cleaning services makes the lives of Mattel employees a little bit easier. The Mattel Employee Association sponsors a variety of events throughout the year for employees, including ski trips, Take-Your-Daughter-To-Work Day, theatre and sporting events, and an annual company party. Employees receive competitive compensation and a generous time-off package that includes vacation, holiday and other time-off opportunities. In order to allow employees additional time away from the office, Mattel closes for the weekend at 1:00 p.m. on Fridays, all year long. And the entire corporate office closes for the holidays between Christmas and New Years Day.