



Youth marketer joins Smarty Pants



October 28, 2011 by [Wendy Goldman Getzler](#)

Youth and family research and consulting firm Smarty Pants has appointed former Hasbro exec **Alisha Kolski Snow** to the role of insights sage, where she will serve as a senior research director and business strategist for the organization.

The company, which conducts qualitative and quantitative research with kids, tweens, teens, parents and influencers and guides marketers on brand positioning and consumer trends, works with such clients as Electronic Arts, Hasbro, Nickelodeon, Warner Bros. and Sesame Workshop.



The role leverages Snow's 14 years of experience designing and executing brand-building research for toy, technology, apparel and entertainment companies. She became acquainted with Smarty Pants while most recently working as the senior manager for global consumer insights at Hasbro.

Tags: [Alisha Kolski Snow](#), [Smarty Pants](#), [youth marketing](#)

☺