

Carter Keithley

President, Toy Industry Association



Carter Keithley became President of the Toy Industry Association in 2006. In this position, he is responsible for overseeing the activities of a \$15M not-for-profit trade association for the producers and importers of toys and youth entertainment products sold in North America. TIA represents over 500 companies who account for approximately 85% of domestic toy sales.

Mr. Keithley is currently a member of the Consumer Goods International Trade Advisory Committee (ITAC-4) of the U.S. Department of Commerce, International Trade Administration. He has been a volunteer director and chairman of several industry organizations, including the Associations Council of the National Association of Manufacturers and the National Council of the Housing Industry. Additionally, he was an appointee to the Environmental Protection Agency's Clean Air Act Advisory Committee (CAAAC).

Mr. Keithley has thirty-five years of experience as an association executive and has served as full-time or part-time chief executive for more than a dozen industry associations and professional societies.

He is a graduate of the University of Michigan Law School and practiced law from 1971 to 1975 before commencing his career as an association executive.