

Joan Lawrence

Vice President, Standards and Government Affairs, Toy Industry Association



As Toy Industry Association (TIA) Vice President of Standards and Government Affairs, Joan Lawrence manages TIA's product safety programs encompassing the development of safety standards as well as industry and consumer safety education. Her experience and leadership within the industry spans a broad range of issues – from product safety and quality to environmental and other corporate social responsibility initiatives.

Joan is an advocate for uniform toy safety standards at the federal, international and state levels. On behalf of the industry, she partners with government officials, medical experts, consumer representatives, toy companies and other stakeholders on activities that will further strengthen toy safety initiatives. She chairs the ASTM subcommittee on Toy Safety, which is responsible for the continuing development of toy safety standard ASTM F963. Congress recognized the work of this committee in 2008 by adopting the ASTM Toy Safety Standard as a mandatory U.S. national standard.

As TIA's primary toy safety spokesperson, Joan led the Association's and the industry's efforts in response to the 2007 toy recalls. Her advice on toy safety and standards appear regularly on websites and in articles and broadcast segments around the globe and her toy safety shopping tips and "how to" videos are featured elements of the ToyInfo.org website. She also lectures on toy safety to students in the Toy Design Program at the Fashion Institute of Technology (FIT) in New York City.

Joan is a board member and former president of the International Consumer Product Health and Safety Organization (ICPHSO), a public-private forum for the advancement of consumer product safety. She also serves as executive administrator of the International Council of Toy Industries, Inc. (ICTI), a group of 21 toy associations from around the world.

A lifelong child safety advocate, Joan is the daughter of a prominent pediatrician and herself a mother of three young children . . . making her commitment to toy safety much more than a job.