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## Mason Williams · 1st

Global Head of Diversity, Equity, and Inclusion at Mattel, Inc.

-  Mattel, Inc.
-  University of California, Berkeley

Los Angeles, California, United States · [Contact info](#)

**500+** connections

 6 mutual connections: Farnaz Golshani Flechner, Michael Martucci, and 4 others

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### Highlights

**Latest Advances in AI and Machine Learning: A Conversation with CEOs**

Mason attended this event

### About

Mason Williams is an innovative and thorough toy industry veteran with proven experience directing and delivering a diverse range of complex digital/physical toy products, digital games and experiences, and platform development. Currently, Mason serves as Director, Digital Product Development at Mattel Inc. where he leads a team of producers and engineers tasked with delivering the Mattel's highest complexity toys across Mattel's brand portfolio.

### Activity

2,075 followers

Mason Williams reposted this · 3mo



DEI is a core value at Mattel because we impact our employee experience, our business, and our brand. That wouldn't be possible with out a team that exudes the values of innovation, collaboration,

 99

4 comments

Mason Williams commented on a post · 3mo

Limitless!!

 214

9 comments

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### Experience



**Mattel, Inc.**  
13 yrs

**Global Head of Diversity, Equity, and Inclusion at Mattel, Inc.**

Jul 2021 - Present · 1 yr 8 mos  
El Segundo, California, United States

**Director, Digital Product Development**

Apr 2017 - Jul 2021 · 4 yrs 4 mos

**Sr. Manager Connected Play Production**

Mar 2015 - Mar 2017 · 2 yrs 1 mo

Lead a team of digital producers and software engineers in the creation and production of innovative, high-complexity digital/physical toy lines targeted at creating the "future of play" across all brands.



**Google Launches TANGO w/ Hot Wheels**

Play team is responsible for internal R&D and prototyping for emerging technologies such as VR, AR, Speech Recognition, Cloud Services, Object Recognition, etc, and their practical applications in the toy industry experiences →

He oversees and is accountable for the delivery of all projects, management of \$1.5M budget, maintenance of all schedules, legal clearances, vendor sourcing, and coordinating with all internal teams associated with a given project.



**Director of Production**

Apr 2009 - Nov 2009 · 8 mos

Director of Production and Business Development Executive – Say Design, Inc. – April 2009 – March 2010

• Lead producer responsible for creating and implementing virtual

world interactive learning activity (SILO) for Provost Academy, a charter school system. The parent company, Edison Learning, is expanded the Sportsfly.com

world based (SILO 2) on the design and effectiveness of development. Introduced and implemented Agile Methodology to the Say Design Production Process, which enhanced efficiency, client satisfaction and profit per game plays.

• Worked directly with Finance Department setting monthly cash flow, allocating talent resources, and scheduling project milestones.

• Created and managed all production budgets and timelines.

• Created and managed all production budgets and timelines. Represented Say Design, Inc. at trade shows, client meetings for third party developers, and targeting other business development

• Performed day-to-day Office Manager responsibilities because CEO was frequently out of office on business travels

• Senior Producer on five licensed DVD Sports, Trivia games. Games were created under licensing agreements from Major League Baseball and the

NCAA. More than 200,000 games sold.

• Provided Art Direction for all graphic designers and sound designers.

**Education**



**University of California, Berkeley**

Sociology, Sociology  
1992 - 1996

Activities and societies: 1992 National Collegiate Taekwondo Silver Medalist 1993 National Collegiate Taekwondo Silver Medalist, 1995 National Collegiate Taekwondo Silver Medalist

**Skills**

**Content Strategy**



Endorsed by Maximina Juson and 4 others who are highly skilled at this



Endorsed by 34 colleagues at Mattel, Inc.



72 endorsements

Endorse

**Game Design**



Endorsed by John Say who is highly skilled at this



Endorsed by 19 colleagues at Mattel, Inc.