

Access to Experts



Graciela G. Meibar

Vice President, Global Sales Training and Global Diversity
Mattel, Inc.

As vice president of global sales training, Graciela Meibar is responsible for providing support to regional management's worldwide sales teams, the global sales council and domestic sales management. In addition to the design and implementation of training programs, she also compiles best practices in sales and global account planning to optimize their use at Mattel. In her role as vice president of global diversity, she developed a global diversity strategy for Mattel and is involved in the deployment of all aspects of this strategy, from building a culture of inclusion and acceptance to creating an internal board of advisors and communication plan. She began her career at Mattel in 1984 as an Area Manager Analyst in the international division. She was promoted to Manager and later, Director of Planning for Latin America. From 1995 to 2003, she served as vice president of Latin America Export, managing the Caribbean, Central America, Panama, Ecuador, Bolivia and Peru. During this time, she doubled the business and changed the business model for Mattel in that region. After emigrating from Cuba at the age of twelve, Meibar moved to Los Angeles, where she attended Gardena High School. She received a Bachelor of Arts degree in international relations from the University of Southern California in 1980 and an M.B.A. in management from Pepperdine University in 1983. She is bicultural and bilingual in Spanish. Meibar serves as a Council Co-President for the Conference Board's Council of Diversity Executives, is a board member of the Los Angeles Urban League and of the Pasadena Playhouse.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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