



Bruce Lund
Lund and Company Invention, L.L.C.

Bruce Lund and his company have invented some of the hottest toys and games on the market, and he has been a constant champion of the industry for over 25 years.

Bruce Lund stumbled into the toy business, first getting hired as an inventor in the famed Marvin Glass & Associates studio, the firm behind of some of the most successful toys of the 60's and 70's. Many of those same toys and games have stood the test of time, remaining on store shelves today. In 1984, with five years of experience under his belt, he started his own toy design and product invention company, Lund and Company Invention, L.L.C. Just two years later, he licensed his first hit, Fireball Island, which put him on the map.

In the 25 years since, Lund has produced some of the hottest toys on the market, including TMX Elmo, which sold more on launch day than any toy in history and was voted *Toy of the Year* (TOTY) in 2007 by the Toy Industry Association. Other hit toys have included Vac-Man (nemesis of Stretch Armstrong), Baby Alive Sip n Slurp, Tumble Time Tigger, Honey, My Baby Pony (a top 10 selling toy in Europe for the 2008 holiday season), Little Mommy Baby Knows, and many more.

Lund has received nearly two dozen awards for his work over the years, including numerous Toy of the Year (TOTY) and Inventor Of The Year recognitions. Lund and the firm's inventions have been featured in national publications and broadcasts, including *Wired*, *BusinessWeek*, *The New York Times*, *The Today Show*, *Good Morning America*, and many more.

When asked how he does it, Lund will tell you it's a core set of beliefs that propel him to do his best work - and always believing that imagination changes everything. He wears many hats as a businessman and inventor, but he says his proudest "job" is being a father. When not traveling the world, or pitching the next best toy or invention, he resides in River Forest, IL with his family - his personal test market for the next big thing!

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www.lundandcompany.com



Personal:

Education: Bruce Lund attended Duke University, earning a degree in Botany and Zoology. He later moved to Chicago to pursue his Master's in Design from the Illinois Institute of Design.

Family: "Two terrific kids, even though they are teenagers"

Pets: Dog, cat, snakes, fresh and salt water aquariums, and the occasional pet rats, hamsters and tarantulas

Hobbies: Bug and butterfly collecting, and leatherwork

Enjoys: Motorcycling, scuba diving, water and snow skiing, making things, bull riding, creating new technologies, and anything that explodes