

Phyllis Brody

Phyllis Brody is the co-founder of Creativity for Kids, the brand that introduced America to a new toy category to promote childhood creativity nearly 40 years ago. Inspired by the power of the creativity they saw when they volunteered in their children's first grade class, Phyllis and her partner had a dream of providing such opportunities for all children. They began with 3 burlap bags filled with simple craft materials and an idea book with a message to parents about the importance of creativity. Starting in their basements and dining rooms they built Creativity for Kids into an award winning leader and innovator in the creative activities area. Since 1976, the company has developed over a thousand different products which are sold in North America and abroad for children from pre-school to 12 years of age. The product range now covers a wide variety of activity kits from crafts to puppet and story book making to creating jewelry, personal accessories and room décor as well as monster trucks, tea sets and anything that can be personalized and uniquely decorated at the skill level of the child.

Phyllis has served as co-president and CEO and was responsible for Marketing and Product Development, working with companies like Scholastic, Target, Michael's, Hobby Lobby, Barnes and Noble and hundreds of independent toy and book stores. In 1999 Creativity for Kids was acquired by Faber-Castell®, a 250 year old global company based in Germany, making quality products for creative expression including writing instruments and art materials.

Phyllis is an artist, educator, social worker and one of the originators of the Cleveland Children's Museum. She holds a BA in Psychology from Brooklyn College and a Masters in Social Work from Case Western Reserve University.