

Brian Kessler

American Inventor

Founder & President of Maui Toys



Brian Kessler is a prolific inventor who applied for his first patent while in high school and has since designed and developed more than 2,600 toys, sporting goods and consumer products. As an inventor, marketer and creator of intellectual property Brian is also a successful serial entrepreneur. Currently Brian is President of the Maui division of Jakks Pacific, the third largest toy company in the world. As a venture investor and entrepreneur, he also owns and operates six other companies engaged in power generation, transportation, entertainment, and product design and development.

During Summer 2014, Brian had the top four best-selling outdoor toys at retail: With more than 210 million units sold worldwide, Brian's 2014 hit parade of toys and outdoor sporting goods include: Sky Ball®, a ball that bounces up to 75 feet, higher than any other play ball made; the Wave Hoop featuring a patented liquid core that allows a hoop to stay in the air 5 times longer than a regular hoop, and the Sky Bouncer® a flying disc that also bounces up to 25 feet.

As a global manufacturer and distributor of spring and summer outdoor toys and sporting goods, a recurring theme for Brian's inventions is a mission to create products that encourage children to engage in physical activity. Wherever possible and practical to do so, Brian has continuously sought out opportunities to manufacture Maui Toys products and components in the United States. Brian is an expert on global business issues, having made more than 150 trips to China seeking out manufacturing and supplier resources, while also managing Maui Toys' Hong Kong marketing and operations office in the region.

Earlier in his career, Brian worked for First Interstate Bank Limited in Investment Banking, within their utilities, communication and transportation division. He then relocated to Ohio as a major shareholder to help oversee Youngstown Thermal Corporation, an alternative energy company that operated central steam heating plants. The company then merged with Catalyst Energy Development Corporation and grew the business to own and operate hydro, steam, and conventional power plants throughout North America. Catalyst was named the number one growth company in the U.S. by *Inc. Magazine* in 1986. In 1988, the company was acquired by T. Boone Pickens.

Brian got his start in the business world working for his family business, Kessler Products and Space Links Inc., a manufacturer of plastics and textiles for the construction, automotive and consumer products industry sectors. Straight out of college, it was also Brian's first business turnaround assignment, which he successfully completed by seeking out new buyers for the company's products. From here, Brian then founded Kessler Production, a television and music video production company.

Brian holds a degree in International Economics and Business from The George Washington University.

Watch Brian in action talking about the creative process and how he approaches inventing at TEDxChapman: <https://www.youtube.com/watch?v=AXs-fMmsUWg>