William B. Chiasson has served as our CEO and as a board member since March 2010. Previously, he served as President and CEO from March 2010 to September 2010 and as Chief Financial Officer ("CFO") from November 2004 to February 2010. Prior to joining LeapFrog, he served as Senior Vice President and CFO of Levi Strauss & Co., a marketer of apparel, from August 1998 to December 2003. From January 1988 to August 1998, Mr. Chiasson served in varying capacities with Kraft Foods, Inc., a division of Phillip Morris Companies and a manufacturer and seller of branded foods and beverages, most recently as Senior Vice President, Finance and Information Technology for Kraft Foods, Inc. From June 1979 to January 1988, Mr. Chiasson served in varying capacities with Baxter Healthcare, most recently as its Vice President and Controller for the Hospital Group. Mr. Chiasson received his B.A. from the University of Arizona and his M.B.A. from the University of Southern California.

Mark A. Etnyre has served as our CFO since March 2010. Previously, he served as Vice President, Corporate Controller and Principal Accounting Officer from December 2007 to February 2010. Prior to joining LeapFrog, Mr. Etnyre served in various financial-related capacities with Microsoft Corporation, including most recently as the Senior Controller of the OEM Division from 2001 to 2007 and from 1997 to 2001 as Financial Controller and Compliance Manager of Microsoft Licensing, Inc., a wholly owned subsidiary of Microsoft Corporation. Prior to joining Microsoft Corporation, Mr. Etnyre was a senior manager with Deloitte. Mr. Etnyre received his B.S. from Indiana University.

William K. Campbell has served as our President of Americas Sales since February 2011. Previously, he served as our President of Sales and Marketing from March 2010 to January 2011. Prior to that, he served as Senior Vice President, Global Sales from May 2006 to February 2010, as Vice President, Global Sales from December 2002 to May 2006 and as Director of Sales from January 2000 to December 2002. Prior to joining LeapFrog, he served in varying capacities at LEGO Systems, Inc., most recently as national account manager from February 1997 to December 1999. Mr. Campbell received his B.A. from Stephen F. Austin State University.

Michael J. Dodd has served as our President and Chief Operating Officer since September 2010 and as our Chief Operating Officer since March 2010. Previously, he served as Senior Vice President, Supply Chain and Operations from April 2005 to February 2010. Prior to joining LeapFrog, he co-founded Executive Technology, Inc., a value-added reseller and system integrator of information technology products, and served as its Chief Operating Officer from September 2003 through April 2005. From May 2002 to September 2003, Mr. Dodd served as Executive Vice President, Chief Marketing Officer and Chief Operating Officer at Targus Group International, Inc., a provider of mobile personal computers and wireless accessories. Mr. Dodd was a Vice President, Operations at Juniper Networks, Inc., a manufacturer of internal protocol routers from September 2000 to May 2002. From November 1989 to September 2000, Mr. Dodd served in various capacities at Compaq Computer Corporation, a manufacturer of personal computers, most recently as Managing Director of Operations and Strategic Procurement for the Presario personal computer business. Mr. Dodd received his B.B.A. from Texas A&M University.

Michael Y. Chai has served as our Executive Vice President, Product Development and Engineering since March 2010. Previously, he served as Senior Vice President, Research & Development from July 2005 to February 2010. Prior to joining LeapFrog, Mr. Chai served on the management team of EFI, a global leader in digital printing solutions, most recently as VP of Advanced Enterprise Systems from 2002 to 2005, Vice President and General Manager of Desktop Systems from 1996 to 2002 and a variety of engineering leadership roles from 1990 to 1996. Between 1986 and 1990, Mr. Chai was a Member of Technical Staff at AT&T Bell Laboratories and between 1984 and 1986 he was a Software Engineer at the NYIT Computer Graphics Lab. Mr. Chai received a B.S. in Mechanical Engineering from Yale University and an M.S. in Computer Science from Stanford University.