

## ADVISORY COUNCIL MEMBER

Center for Supply Chain Research at Lehigh

**LEENA VADAKETH**  
Executive Vice President,  
Global Operations

Crayola



Leena Vadaketh is a seasoned business development executive with more than 30 years of leadership experience across world-class companies including Crayola, Tyson Foods, Hasbro, and Procter & Gamble.

During her 23-year tenure at Crayola, she spearheaded global innovation and commercialization efforts that transformed the brand. She was instrumental in launching breakthrough product lines such as Color Wonder, Ultra-Clean, creative toys, and modeling compounds—innovations that became game changers for the brand. Currently, she is leading Operations, driving excellence in global supply chain, manufacturing, logistics, and sourcing.

At Tyson Foods, Leena built an innovation pipeline rooted in consumer insights and led cross-functional teams to deliver growth across brands including Jimmy Dean, Hillshire, and Tyson. As General Manager of Hasbro's Play-Doh brand, she drove the global strategy to modernize and reposition Play-Doh as a franchise brand. Her leadership in brand vision, consumer conversion, marketing campaigns, and innovation elevated Play-Doh into a modern-day icon. Leena began her career at Procter & Gamble, contributing to the Cover Girl and Pampers brands as a product researcher, designer, and formulator. She is also a named inventor on patents in cosmetic powders, paints, and specialty inks that have had successful launches in the marketplace.

With a unique blend of product development expertise, business leadership, and operational excellence, Leena has consistently delivered meaningful innovations, brand superiority, and executional excellence across industries.