

Infantino

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Baby items like the ones sold by Infantino are part of a market that is healthy and growing.

According to information compiled by Statista, revenue in the toys and baby market is projected to reach \$19.8 billion in the U.S. this year. The baby carrier market in the U.S. was worth nearly \$4.3 billion in 2018 and was forecast to increase to around \$5.7 billion by 2025.

Tyker said Infantino's revenue is over the \$100 million level and that in terms of year-over-year growth, "despite the weak business environment, our overall revenue has had single digit percentage growth compared to the pre-pandemic period," she said.

Tyker said the company has high expectations for its products and that Infantino has spent decades cultivating and fostering relationships with its key retail partners, "listening to their needs and defining white space opportunities for our collective businesses."

"We love what we do and work our

tails off thinking about how we can make the next best product at a parent-friendly price," she said.

Tyker said that in recent years, the company has devoted its effort to enhance its environmental, social and governance framework to strengthen its business practices and performance on sustainability, social and governance issues.

Tyker said Infantino consumer skews female – to the tune of about 64% – who live in higher-income households.

"Recently, we've seen an increase in grandparents and gift givers which is a direct result of the current economic situation," Tyker said. "Our consumers see the value and style that Infantino offers. We are known for bringing high-end products and fashion to the masses, while still maintaining high-quality standards. We describe this as 'affordable premium.'"

Like many businesses, the pandemic had a profound impact on Infantino, as it forced several key customers to shut down in-store operations.

"When we realized the impact, we quickly pivoted by increasing order

quantities, ensuring our products were available to fulfill e-commerce and drive-up orders," Tyker said. "During this time, as many other businesses experienced, we also saw an astronomical increase in freight costs. In 2022, we navigated this challenge by successfully negotiating and implementing two separate price increase rounds with all our key customers, which resulted in our ability to protect our bottom line."

Record Sales Despite Pandemic Issues

She said that because of the company's strong leadership team, Infantino garnered record sales in 2021 and 2022 despite all the challenges brought about by the pandemic.

"Now, as we emerge from the pandemic, we have developed a strategic plan that will position the company for growth in the coming years," she said.

Due to the pandemic, there was also significant growth in e-commerce across all consumer packaged goods segments, especially in the juvenile category. Seeing a need for the business to adapt, Infantino restructured its marketing team to be

more digitally focused.

"With a keen focus on Amazon, we capitalized on this insight, investing in the leading e-commerce platform and providing easier access to our products for new parents," she said. "This strategy nearly doubled our business on Amazon from 2019 to 2021, and we continue to see growth to this day." ■

Infantino



FOUNDED: 1978

FOUNDER: Michael Silberstein

CEO: Dr. Aman Chan

HEADQUARTERS: San Diego

BUSINESS: Baby and parenting lifestyle brand

EMPLOYEES: 53 (U.S.)

REVENUE: \$100+ million

WEBSITE: infantino.com

CONTACT: 800-840-4916, @infantinobaby or customersupport@infantino.com

SOCIAL IMPACT: Infantino works throughout the year to donate products and volunteer services to organizations that benefit the people of San Diego, including the New Children's Museum and the local USO chapter. The company also donates annually to San Diego's Toys for Tots chapter.

NOTABLE: Infantino's wide variety of products are available at Target, Walmart and on Amazon.

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HUGHES MARINO

COMMERCIAL REAL ESTATE

NEW HIRE



Bob McGriff

Hughes Marino is pleased to announce that the 20-year commercial real estate industry tenant representation expert, Bob McGriff, has joined the San Diego office as Executive Vice President. McGriff joins from CRESA, where he was a Principal of the organization, specializing in advising corporate tenants on their real estate leasing and purchasing. Prior to CRESA, McGriff was San Diego's Corporate Managing Director of Savills, where he also represented companies in their real estate needs. Over his expansive career, McGriff has advised hundreds of clients, providing both technical and strategic expertise in growth planning, market research, financial analysis, forecasting, portfolio management, site selection and transactional management. "We're pumped to have Bob join us, as we've admired him from afar for years. His two decades of corporate real estate advisory experience, coupled with his deep expertise in life science, office and supply chain/logistics sectors will bring immense value to our clients," says co-founder David Marino. McGriff adds "Hughes Marino is the gold-standard for corporate real estate advisory, and to have the occasion to join them in their headquarters' city is an incredible opportunity. I look forward to growing the brand and amazing service that Hughes Marino and its teammates are known for."

Hughes Marino is a global corporate real estate advisory firm that has represented companies on tens of thousands of projects, helping them develop and execute on winning corporate real estate strategies.



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New Hire



Matt Griesbach

Western Alliance Bank has appointed Matt Griesbach as the organization's Commercial and Industrial Industry Executive for Aerospace and Defense. With over 25 years of experience, Griesbach's expertise enhances the bank's position as a trusted advisor in these crucial sectors, particularly in Southern California, where Griesbach will be based. Griesbach has a wealth of knowledge in the aerospace industry, having previously held leadership roles in Aerospace & Defense Corporate and Commercial Banking at City National Bank and Bank of America Merrill Lynch. He holds a Bachelor of Science degree in Science from the University of Notre Dame.