Former Hasbro CEO Alan Hassenfeld dies at 76

Patrick Anderson

Providence Journal USA TODAY NETWORK



Alan Hassenfeld speaks at a press conference in 2015. SANDOR BODO/THE PROVIDENCE JOURNAL/FILE

Former Hasbro CEO Alan G. Hassenfeld, who ran the Pawtucket-based toymaker for more than a decade and became one of Rhode Island's top philanthropists, has died at the age of 76.

Hassenfeld died in London, England, on July 8, former Hasbro executive Alfred Verrecchia confirmed.

He did not have any further details.

Hassenfeld ran Hasbro from 1989 to 2003

Hassenfeld succeeded his brother Stephen Hassenfeld at the helm of Hasbro in 1989 and ran the toy company, which his family founded in 1923 to sell textile remnants, until stepping down as CEO in 2003.

After leaving day-to-day control of Hasbro to Verrecchia, Hassenfeld focused on charitable work and the Hassenfeld Family Foundation.

Instrumental in founding hospital, pushing anti-corruption reforms

He was instrumental in the founding of Hasbro Children's Hospital and was a member of the Brown University Board of Trustees.

"Through the work of the physicians, scientists and scholars at the Hassenfeld Child Health Innovation Institute that bears his family's name, along with countless other initiatives he championed, Alan leaves a tremendous and enduring legacy in Rhode Island and well beyond," Brown University President Christina Paxson said.

In the 1990s, Hassenfeld joined with other Rhode Island business leaders in the RIght Now! coalition, which, with Common Cause Rhode Island, pressed for government and anti-corruption reforms.

"Despite being new to his role at Hasbro, he embraced the need for a public role that he knew would be controversial − fixing Rhode Island's culture of corruption," former Common Cause Executive Director Phil West said. In response to public anger over soaring corporate pay packages, Hassenfeld in 1993 capped Hasbro executive pay.

Advertisement

Later, he took on gun violence and founded RI For Gun Safety in 2016 to support pro-gun-control candidates.

House Speaker K. Joseph Shekarchi called Hassenfeld a “philanthropic giant in our community.”

“Whether it was strengthening our economy through economic development and creating jobs; ensuring better outcomes for children by supporting educational and health initiatives; or advocating for human rights, gun safety and social justice, Alan was unafraid to take a stand,” Shekarchi said in a prepared statement. “Hasbro has employed generations of Rhode Islanders, and its signature product, Mr. Potato Head, is a Rhode Island icon.”

The Greater Providence Chamber of Commerce said Hassenfeld “embodied the very best of corporate citizenship, using his platform to champion children’s causes, global human rights and community well-being with unmatched generosity and heart.”

Gov. Dan McKee said Hassenfeld will be “known not just for his visionary leadership at Hasbro but for a life defined by generosity.”

Former Rhode Island Foundation President Neil Steinberg called Hassenfeld” a true pillar of the local and world community” who had also been a mentor when Steinberg was coming up as a commercial banker with Fleet.

Copyright © 2025 The Providence Journal 7/11/2025
Use of this site signifies your agreement to the Terms of Service and Privacy Policy.

Copyright © 2025 The Providence Journal 7/11/2025
Use of this site signifies your agreement to the Terms of Service and Privacy Policy.
Powered by TECNAVIA