

Patty Percy – President & CEO, SimplyFun, LLC

A short-term favor for a colleague turned into a life-changing commitment to making play a priority in academic and social-emotional learning. Meet Patty Percy, President, and CEO of SimplyFun.

In 2004, Patty was looking for a new challenge after leaving her corporate position of 25 years; something that would allow her to use her skills in business development, operations, and finance. Developing and selling children's games was definitely not on her radar. When a colleague suggested she talk to SimplyFun, at first the answer was no. Yet, after an initial meeting, she offered to consult on a short-term basis until something a bit more in line with her future career goals came along. What she didn't know at the time was that the 'right thing' had just walked in and became a game-changer in her career and life path.

Growing up as an only child, Patty's opportunities for group play were limited to larger family gatherings or special play dates. Her aunts introduced her to classic games like cribbage and rummy, and visits to friends with siblings brought a whole world of popular board games into view. Those memories of fun social experiences came rushing back when she joined SimplyFun and with that an acknowledgment of the life skills and academic practice that transpired during those times. SimplyFun had indeed been the right choice after all.

Sometimes we find our passion in life when we take a moment to listen to our hearts. We don't always recognize that we can have it all, a business career that is based in doing what we love while simultaneously giving back to others in a meaningful way. Yet, that is what happened to Patty at SimplyFun, and she feels grateful every day to equip kids and families with games that foster essential learning and skills through board gameplay. More importantly, she sees the opportunity to advance diversity initiatives and build inclusivity using gameplay while introducing topics of relevance through SimplyFun's game art and content. Patty shares: "We are conscious of the role we can play in building community through gameplay and are adapting our games to fulfill that goal. We have come a long way, with even more work to be done. We believe in the power of play to make a difference in our world!"

Patty earned her MBA, with an emphasis on entrepreneurship through the Foster School of Business at the University of Washington. She is also an alumna of the University of Puget Sound, where she earned her bachelor's degree in Business with a minor in Economics and is a registered CPA. On a personal note, Patty steadily supports West Side Baby, an organization dedicated to the safety and security of children in the Seattle area. She lives in Seattle, Washington.