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**LESLIE STIBA  
CHIEF EXECUTIVE OFFICER  
AUSTLEN™ BABY CO.**

Leslie Stiba, chief executive officer of Austlen Baby Co., holds a simple belief – that baby gear should make life easier and more fun so families can live in the moment with the freedom to “go and do.”

As a new parent, Stiba could not find the perfect stroller to accommodate her family’s active lifestyle. Stiba wanted a stroller that could assist with everyday tasks, such as carrying a load of groceries at the supermarket, allowing arm’s-reach access to baby items and transporting large gear on family outings or vacations. With a background in product management, Stiba designed her own stroller concept, secured a patent and recruited key talent including Patrick Laffan, chief technology officer and co-founder, to create Austlen Baby Co.

Austlen Baby Co. debuted its first product, the award-winning Entourage™ stroller, to rave reviews at the 2015 ABC Kids Expo, the leading juvenile products industry trade show. The Entourage received the prestigious 2015 JPMA Innovation Award for “Best in Show” by the Juvenile Products Manufacturers Association (JPMA). “Best in Show” is the highest award given by the JPMA at the ABC Kids Expo.

Stiba is an executive well-known for driving overall vision and strategy, recruiting high-performance teams, forging strategic partnerships, and successfully managing product development through the entire product lifecycle. Prior to founding Austlen, Stiba was a global product manager for Dell Inc., and a product evangelist for Tivoli Systems, a subsidiary of IBM.

Stiba holds a Bachelor of Science in organizational communication from Northern Arizona University, and lives in the Austin area with her husband and two daughters.

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**PATRICK LAFFAN  
CHIEF TECHNOLOGY OFFICER  
AUSTLEN™ BABY CO.**

Patrick Laffan, chief technology officer of Austlen Baby Co., is passionate about using elegant design and engineering to make beautiful products that parents love to use. This is why, when he was contacted by Austlen CEO Leslie Stiba with the idea for a potentially revolutionary stroller, he enthusiastically took the leap to team up and form Austlen Baby Co. and create the Entourage™ stroller.

Laffan is a veteran of the juvenile product industry. Prior to co-founding Austlen, he was a director of engineering, quality and compliance for Newell Rubbermaid in Europe. There he fervently led engineering and innovation for Newell's baby product divisions (Graco, Teutonia and Aprica).

Laffan also drove strategy and development of Newell's intellectual property portfolio for new stroller product development, resulting in robust patent protection across multiple product lines. Prior to his European role, he was Newell's senior engineering manager for strollers in the U.S. Laffan successfully brought numerous stroller products to market, from value brands to luxury models.

Prior to his role at Newell Rubbermaid, Laffan was an engineering manager for Caterpillar, Inc.

Laffan holds a Bachelor of Science in mechanical engineering from the Georgia Institute of Technology, and lives in the Philadelphia area with his wife and three young children.

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