

Kenneth Sean “KEN” Carson

Anne Irene Ryan
Land the impossible job.

ken@mattel.com | 888-892-6132 | Barbie Land | wikipedia.org/wiki/Ken_(doll)

Beach professional with 60+ years of experience reflecting Barbie’s greatness. Entertainer, interior designer, & breakout star of the 2023 film *Barbie* who quickly absorbs information, brings chaos to structure, and adapts to changing priorities. Recently pivoted from being a stereotype of society’s toxic masculinity to a denouncer of the patriarchy & an authentic ally who knows deeply that he’s Ken and he’s Kenough.

KEN AREAS OF EXPERTISE

Kenning | Beach | Great at Doing Stuff | Looking Interested in Things | Building Kenmunity
Problem Solving | Adaptability | Creativity | Persuasion | Cultural Transformation
Client Experience | Event Production | Product Launch | Vision, Strategy, & Execution

PROFESSIONAL EXPERIENCE

Ken | Mattel | El Segundo, CA 1961 – Present

Joined the Mattel product line as Barbie’s male counterpart & companion at the American International Toy Fair. Embraced 100+ looks and held 40+ jobs including saxophonist, rock star, lifeguard, fashion model, dancer, and country western singer. Transitioned to a “just beach” role for the 2023 record-breaking movie *Barbie*.

PERFORMING ARTS EXPERIENCE

Performer | “I’m Just Ken” | Barbie Land Summer 2023

Singer of the chart-performing 80s power ballad-style song “I’m Just Ken” from the soundtrack *Barbie: The Album*. Dance & Fight Captain for the 2023 film’s “I’m Just Ken” sequence: led 30+ Kens through a four-minute musical number that includes a paddle boat journey, beach-off battle, & choreographed dream sequence.

PROJECTS

Motivational Speaker | Press Tours & Media Interviews 2023 – Present

Globally share a positive framing of masculinity from the perspective of a liberated man who knows that crying is not weak. Deliver heartening speeches about embracing kenergy, being kenough, & building kenmunity. Inspire & encourage audiences to be the real thing, feel & express their emotions, and to be polite.

Creator | Mojo Dojo Casa House | Kendom Summer 2023

Developed Kendom’s widely popular flagship product: a tacky interior design style based on a shallow perception of masculinity (i.e. horses, cowboys, mini fridges, and recliners). Key design elements of this Barbie Dream House takeover vibe include: BBQs on top of ovens, Dorito-filled juicers, cowboy paraphernalia, & equestrian accent art.

SPECIALTIES & HONORS

Interests: Trucks | Horses | Rollerblading | Travel | Fashion | Sunglasses | Faux Furs | Guitar | Dance | Singing

Awards: Honorary “Nobel Prize” for Horses | Billboard Hot 100