

KI BIOS

Gary Pope, Co-Founder and CEO

Gary began his career as a school teacher and led an English Department before becoming a learning designer for a change management consultancy. A strange internal comms project for Disney led Gary back to children and to launch Kids Industries with his wife Jennifer.

KI solves problems, develops strategies, ideas and products as well as creating content for clients that include Disney, Nord Anglia Education, Pokémon and the BBC. As the only cross-discipline agency that specialises in the family market on the planet, KI uses deep audience insight and 20 years of experience to make children happy, parents satisfied and brands stronger.

Gary has led the design of the multi award winning subscription product for WWF, built Peppa Pig's digital presence globally and led the creation and operationalization of two entire x-platform TV children's channels for Al Jazeera. Gary developed the first HFSS compliant cereal for Kellogg and the Aquafresh range of children's toothpastes. Most recently Gary has led the KI team in the redevelopment of the family offer for Royal Caribbean Cruises – from the proposition to the activities the families enjoy, through to the design of the spaces they use.

Gary's commitment to a sustainable future for families is demonstrated through his position as Children's Ambassador for the Products of Change Group where he advocates for children. Gary is a member of the advisory committee for The Children's Media Conference, a guest lecturer at multiple academic institutions including Oxford and Bauhaus universities, a regular keynote speaker at conferences around the world and a regular industry writer and commentator in mainstream titles. Gary is the recipient of multiple awards for marketing, content creation and strategy including a BAFTA, two IPA Strategy Awards and a Webby.

Gary is dad to Daisy and Laurence (and Lucky) and collects Star Wars UCS LEGO. Gary maintains his interest in education as a school governor.

Jennifer Blows, Co-Founder and COO

Jennifer began her career as a Marketing Manager for Jutastat, one of the world's first electronic publishers, in her home country of South Africa. In 1998 she was appointed as Country Manager for the UK and has resided there ever since.

Her natural affinity with children and her background in marketing made it a very simple decision to co-found Kids Industries with her husband, Gary, in 2002.

Over the past 20 years she has been the driving force that has grown KI to be the leading full service agency for kids and families in the world. Jennifer splits her time at KI between dual roles as COO and the lead for early years family moderation.

She is responsible for the operational excellence of KI across Finance, Facilities, IT, Legal and HR. Her role centres on the identification and operationalising of processes and improvements throughout the business, to support the effective delivery of client projects.

As an expert moderator of young children and families, Jennifer is able to command the trust of both parents and children as she explores their behaviours and motivations. Recent projects have seen her exploring the future of the Happy Meal, the UX of a preschool Switch game and identifying personas for the world's largest wildlife charity.

Additionally, Jennifer has responsibility for the organisation of KI's Junior Board..

Jennifer is mother to Daisy and Laurence, enjoys nothing more than smashing teens on Super Smash Brothers and is a Pac Man aficionado.

Jelena Stosic, Strategy Director

Jelena leads KI's Research & Strategy teams, joining the two disciplines into a 360 exploration of market and consumer insights, and commercial opportunity. Whether it's through testing new propositions, building brand and fandom strategies, or working up a business case for new products, she focuses on deep, empathetic insights through a lens of market diligence.

She's been focused exclusively on the family industry for over twelve years, and has developed strategies and digital products for clients as diverse as WWF, McDonald's, Royal Caribbean International, Warrior Cats, Playmobil, Doctor Who, Star Wars and others. Her team specialises in executing complex, global research, connecting diverse threads of opportunity into an actionable strategy.

Jelena enjoys guest lecturing, and has had the pleasure of speaking at the University of Vienna, IÉSEG School of Management (Paris), Høgskolen Stord/Haugesund and others. She is the author of multiple articles and is a much sought-after speaker at conferences around the world on topics such as fandom, digital innovation, and insight-led product development for young people.

Raj Pathmanathan, Creative Director

Raj has made family marketing his life's work and as such, he has built a solid reputation for original thinking and design across digital marketing, digital products, branding, installation design, customer experience and content creation.

He has overseen the creative output for a wide range of clients, from eOne, Al Jazeera, Coolabi, Sky and NBC Universal through to the ECB and WWF. Raj's most recent digital product – warriorcats.com – was awarded the industry accolade of being the 'World Best Kids' Website' by a panel of peers from the leading trade magazine, Kidscreen.

Prior to joining Kids Industries, Raj worked at one of the first kids app startups and a specialist digital marketing agency where he worked on some of the world's leading family brands including Disney, Pixar, Lego, and Microsoft.

Amy Simmons, Account Director

Amy leads the Client Services team at KI. She comes from a background of multifaceted Account Management with a rich hybrid mix of Digital, Marketing and Project Management skills and experience, underpinned by a creative and strategic sensibility.

Amy has led and played an integrated role with various teams delivering key initiatives in the EMEA, APAC and U.S. markets across marketing toolkit development, expos, product launches, influencers, virtual events, photoshoots, print, digital and OOH advertising.

Russell Edwards, Head of Delivery

Russell is a seasoned Digital Executive with years of Dev Ops Management, Digital planning savvy, Scrum Master and Product owner Certifications.

Prior to joining KI in 2019, he held Executive positions at Ogilvy, Webber Shandwick and Dare. He has worn many hats in his career and as a result, his professional value boils down to a unique ability to manage multi-disciplinary digital projects.

Specialties include Digital planning, Wire Framing, Digital Strategy, User Experience (UX&UI), App, Web and digital product builds.