



Who's Who—THE EXECUTIVES

Collingwood O'Hare

Tony Collingwood

Tony Collingwood (Executive Producer and Director, *The Cat in the Hat Knows A Lot About That!*) trained as an animator at Liverpool Polytechnic and was a graduate of the UK's prestigious National Film and Television School. Forming his own animation studio, Collingwood O'Hare Entertainment in 1988, Tony has had more than 20 years experience in the Children's TV industry. He has contributed to the writing and/or directing of all Collingwood O'Hare shows, from his award-winning first film *RARG*, to animated series and specials including *The Beanos*, *Dennis & Gnasher*, *Dr. Seuss's Daisy Head Maysie*, *The King's Beard*, *Eddy & The Bear*, *Harry & His Bucket Full of Dinosaurs*, *Gordon the Garden Gnome*, *Yoko! Jakomoko! Toto!* and *The Secret Show*. Collingwood O'Hare series have won numerous international awards, and Collingwood himself has received a BAFTA for Best Writer in 2004. In 2008, he received a special award from The Writers Guild of Great Britain for Outstanding Contribution to Children's Writing.


Helen Stroud

Helen Stroud (Producer, *The Cat in the Hat Knows A Lot About That!*) joined the animation studio Collingwood O'Hare Entertainment in 1992, following six years at the Primetime Group, working on live-action programs including *A Waltz Through the Hills*, *Return to Treasure Island*, *Great Expectations*, *Othello, Re: Joyce!* and the feature film *Ethan Frome*. Stroud has since worked on the development and production of all Collingwood O'Hare programs, with specific responsibilities as story and script editor, talent and music coordinator and client liaison. Credits include, *Captain Zed & the Zee Zone*, *Dennis & Gnasher*, *Daisy Head Mayzie*, *The King's Beard*, *Eddy & the Bear*, *Harry & His Bucket Full of Dinosaurs*, *Gordon the Garden Gnome*, *The Magic Key*, *Pond Life*, *Yoko! Jakamoko! Toto!* and *The Secret Show*.

PBS

Linda Simensky

Linda Simensky (Vice President of Children's Programming) collaborates with producers, co-production partners, and distributors throughout the development, production, post-production, and broadcast phases for the following series: *Curious George*, *Dinosaur Train*, *Super Why*, *Martha Speaks* and *Sid the Science Kid* for PBS KIDS, as well as *FETCH! with Ruff Ruffman*, *WordGirl* and *The Electric Company* for PBS KIDS GO!.



Before joining PBS, Simensky was Senior Vice President of Original Animation for Cartoon Network, where she oversaw development and series production of *The Powerpuff Girls*, *Dexter's Laboratory*, *Samurai Jack*, *Courage the Cowardly Dog* and other major projects. She began her career working nine years at Nickelodeon, where she helped build the animation department and launch the popular series *Rugrats*, *Doug*, and *The Ren & Stimpy Show*.

Simensky is a past-president of ASIFA-East, and the founder of New York chapter of Women in Animation. She has contributed to two books including *Nickelodeon Nation* and *The Children's Television Community*.

Lesli Rotenberg

Lesli Rotenberg (Senior Vice President of Children's Media), determines the media content that generations of children benefit from—educationally, emotionally, and socially—each day. Responsible for building and extending the brand equity of PBS and PBS KIDS, Rotenberg leads a cross-disciplinary team charged with content production, web development, multi-platform asset distribution, education resources, marketing and communications, providing national oversight of PBS's creative services, including on-air and print production, advertising strategy, media planning, and station professional development.

In 2006, Rotenberg led the launch of the PBS KIDS multi-platform preschool destination, featuring top U.S. series among children ages 2 to 5—from *Curious George* and *Sid the Science Kid* to *Super WHY*. She directs a think tank of renowned experts in the fields of child development, education, psychology, and new media to help ensure that PBS KIDS offers the most relevant and valuable content for the children, caregivers and educators it serves. Rotenberg recently oversaw the launch of PBS KIDS GO!, a broadband service for elementary school kids, as well as a sweeping children's health initiative.

Portfolio

Joy Rosen

Joy Rosen (Co-Executive Producer, *The Cat in the Hat Knows A Lot About That!*) has earned a global reputation for developing strong international partnerships, and for creating new business opportunities that continue to bring the company's roster to some of the world's biggest broadcasters, cable networks and digital content providers.

Along with co-founder, Lisa Olfman, Joy leads Portfolio's strategic business direction and manages corporate growth. She also oversees Portfolio's distribution division, supervising sales and acquisitions for its popular sales catalogue. Joy is responsible for Portfolio's recent expansion into factual entertainment, partnering with emerging and established producers to create original properties for Portfolio International's pipeline.

The Cat In The Hat Knows A Lot About That! is produced with Treehouse (Canada) and PBS (US) and will air on CITV (UK). Portfolio International has recently launched the series internationally. Joy's additional credits as Executive Producer include *Carl Squared*, *RoboRoach*, *Stolen Miracle*, *Something From Nothing* and *Groundling Marsh*.

Lisa Olfman

Lisa Olfman (Co-Executive Producer, *The Cat in the Hat Knows A Lot About That!*) is one of Canada's leading producers and distributors of award-winning programming for kids and primetime. Her talent for developing successful programming—coupled with her ability to create new financing models and highly successful content partnerships—has put her at the forefront of the television production industry.

As Executive Producer on all of Portfolio's productions, she established the company's animation division and oversees all aspects of the company's productions. The company's distribution arm represents an extensive catalogue of high quality animated and lifestyle programming seen worldwide.

Her additional credits as an Executive Producer include the award-winning series, *Carl Squared*, *RoboRoach*, the Gemini nominated *Stolen Miracle*, perennial favorite *Something From Nothing* and the critically acclaimed series *Groundling Marsh*.

Julie Stall

Julie Stall (Producer, *The Cat in the Hat Knows A Lot About That!*) has been at the forefront of producing quality children's television for more than 20 years and now helms the Canadian production of *The Cat in the Hat Knows a Lot About That!* Stall has produced Portfolio's entire animation content for the past ten years, including 65 episodes of the animated comedy series *Carl Squared* and 52 episodes of the award-winning animated series *RoboRoach*, both of which enjoy wide international distribution. Julie piloted two new series—*Chinatown Cops* for the adult market and *Hood* a comedy adventure for tweens, and works extensively with Portfolio's development team on new projects.

She began her career as Vice-President of Production for Cambium Productions as part of the award-winning team that produced the series *Sharon, Lois & Bram's Elephant Show* and *Eric's World*. She also supervised *The Adventures of Nilus* the as well as several documentary music specials and children's television specials.

Stall has worked with Canadian networks CTV, CBC, and Global and specialty channels Treehouse, Teletoon, YTV, and Family Channel, as well as major international distributors RTV and Buena Vista International.

Random House

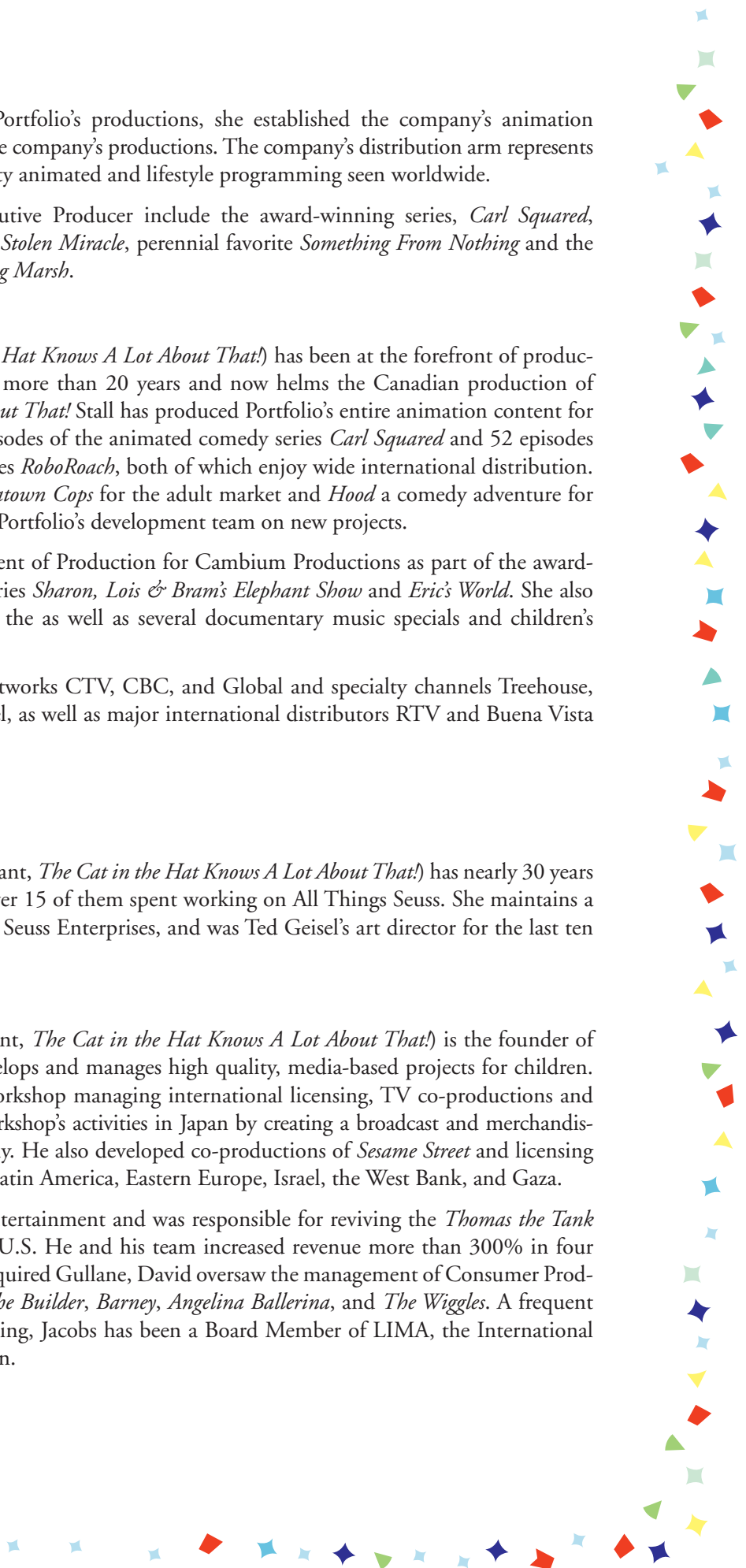
Cathy Goldsmith

Cathy Goldsmith (Creative Consultant, *The Cat in the Hat Knows A Lot About That!*) has nearly 30 years of experience at Random House, over 15 of them spent working on All Things Seuss. She maintains a close working relationship with Dr. Seuss Enterprises, and was Ted Geisel's art director for the last ten years of his life.

David Jacobs

David Jacobs (Production Consultant, *The Cat in the Hat Knows A Lot About That!*) is the founder of HiHat Media, a company that develops and manages high quality, media-based projects for children. Jacobs spent 11 years at Sesame Workshop managing international licensing, TV co-productions and distribution. He established the Workshop's activities in Japan by creating a broadcast and merchandising partnership with NHK and Sony. He also developed co-productions of *Sesame Street* and licensing opportunities in China, Australia, Latin America, Eastern Europe, Israel, the West Bank, and Gaza.

In 1998, Jacobs, joined Gullane Entertainment and was responsible for reviving the *Thomas the Tank Engine and Friends* business in the U.S. He and his team increased revenue more than 300% in four years. When HIT Entertainment acquired Gullane, David oversaw the management of Consumer Products for brands that included *Bob the Builder*, *Barney*, *Angelina Ballerina*, and *The Wiggles*. A frequent speaker about the business of licensing, Jacobs has been a Board Member of LIMA, the International Licensing Merchandiser's Association.



Kate Klimo

Kate Klimo (Production Executive, *The Cat in the Hat Knows A Lot About That!*) has nearly 30 years of experience at Random House, more than 15 of them spent working on All Things Seuss. As Vice President and Publisher of the Random House/Golden Books Group, she has been responsible for extending the Seuss brand into new formats including board and novelty books, and publishing non-fiction celebrations of Dr. Seuss's life and works. She maintains a close working relationship with Dr. Seuss Enterprises, and has worked hand-in-hand with PBS and the entire creative team to ensure that Seuss's distinctive brand of humor and rhythmic rhyming styles remain intact throughout the development and production of *The Cat in the Hat Knows A Lot About That!*

Dennis Kostyk

Dennis Kostyk (Production Consultant, *The Cat in the Hat Knows A Lot About That!*) has 30 years of senior responsibility in the fields of film/video production, animation, distribution and media networks. He has significant hands-on experience in management, financing, strategic planning and the tactical implementation of business models for organizations facing change and reorganization. Under the aegis of his media consulting group, Kostyk Communications Inc, he focuses on strategic planning and tactical implementation related to program development, corporate strategy, marketing and financing of media projects. He is also active in the creation of business plans related to start-ups, mergers, acquisitions and turnaround situations. Key present and past clients include; Random House Children's Entertainment, Collingwood O'Hare, Kindle Entertainment, Granada Kids, Corporation for Public Broadcasting, Carlton International, KQED, WNET, WTTW, WETA, Canadian Broadcasting Corporation and the British Broadcasting Corporation.

