



**Dr. Kate Hersov,
CEO and Co-Founder of Medikidz**

Dr. Kate Hersov graduated from the University of Otago, New Zealand in 2004. She worked in Emergency Medicine and Pediatrics before leaving medicine, and New Zealand, to co-found Medikidz. Medikidz was launched in the UK in 2009 and is the world's first global brand for children's health. Since its launch in 2009, Medikidz has distributed more than 3.5 million comics worldwide in more than 50 different countries and 30 different languages.

Medikidz has been awarded the Gold Mom's Choice Award, London Business Innovation of the Year, shortlisted for IPG Newcomer of the Year, named in the Startups 100 list and been accredited with the Department of Health's Information Standard. It has been featured on CNN, CNBC, Sky News, BBC News, and ITV. Kate has herself been awarded Management Today's '35 leading Women Under 35,' Woman of the Future 'Entrepreneur of the Year' 2012, and the Demeter Award, part of the prestigious 2013 NatWest Everywoman Awards.

Kate and the Medikidz team are working together to create a global community of young people that are informed, empowered and health-conscious.