

Bob Higgins

Executive Vice President, FremantleMedia Kids & Family Entertainment

A longtime champion of children's programming, Bob Higgins is Executive Vice President of FremantleMedia Kids & Family Entertainment. Higgins oversees the creative direction for the division. He manages all content including acquisitions, as well as the development and sale of TV and digital programming. Current programming that Higgins oversees includes *Tree Fu Tom*, *Ella the Elephant*, *Grojband*, *Kate & Mim-Mim* and the BAFTA Children's Awards nominated *Wizards vs Aliens* and *Strange Hill High*.

Before FremantleMedia, Higgins served as Chief Creative Officer at WILDBRAIN where he oversaw the company's television and feature film development and production. In this role, he developed and executive produced the Emmy nominated, *The Ricky Gervais Show* on HBO.

Before joining WILDBRAIN, Higgins served as Senior Vice President, Programming and Development for Cartoon Network's kids businesses from 2003 through 2007. While there, he managed Cartoon Network's development, production, acquisition and programming departments and oversaw new original animated series, shorts, Cartoon Network features and specials. Among the many accomplishments during his tenure with the network, Higgins oversaw the development, production and launch of a number of hit series, including *Chowder*, *Foster's Home For Imaginary Friends*, *My Gym Partner's A Monkey*, *Ben 10* and *Camp Lazlo*.

Prior to Cartoon Network, Higgins was the Senior Vice President and Executive Producer for Classic Media, Inc. in New York City, where he executive produced the feature film, *Underdog*. Prior to his role at Classic Media, Inc., Higgins served as Senior Vice President of Creative Affairs for Sony Pictures Family Entertainment (SPFE), Vice President of Creative Affairs at Columbia TriStar Television Children's Programming and acted as Director of Development at Nelvana Communications.