



BrainPOP Sharpens Focus on District Success with Leadership Transition and Strategic Realignment

NEW YORK, NEW YORK [Friday, January 31st] – BrainPOP, a trusted leader in digital learning for over 25 years, announced today strategic changes to strengthen its operational framework and expand its ability to serve K-12 school districts nationwide. This evolution builds upon the company’s successful track record of creating engaging, rigorous learning experiences while positioning it to deliver even greater value in today’s evolving educational landscape.

The company announced that Chief Financial Officer, Cathleen Danaher, will assume the Chief Executive Officer role in a transition period as Scott Kirkpatrick retires from his positions as CEO and board member. “2024 was a transformative year for BrainPOP, marked by significant content investments and strengthened partnerships with districts nationwide,” said Danaher. “Looking ahead to 2025, we’re doubling down on our commitment to educational excellence through enhanced product capabilities and expanded district support.”

As part of its strategic evolution, the company has implemented a streamlined structure that emphasizes customer-facing roles and accelerates decision-making capabilities. Karin Simelaro, BrainPOP’s current Chief Sales Officer, has been promoted to Chief Revenue Officer. In this expanded role, she will lead the newly unified sales, success, and marketing teams.

“The K-12 education landscape is evolving rapidly, and we are proactively making these changes to better position BrainPOP to serve the needs of our district partners,” said Simelaro. “By aligning more closely with districts’ core curriculum requirements and their initiatives, we aim to deliver greater value and support to our customers.

Board Chairman, Jørgen Vig Knudstorp, who represents KIRKBI A/S, the holding company of the LEGO Group and other companies owned by the Kirk Kristiansen family, says, “We are invested in BrainPOP for the long term and excited to see the company expand its reach and impact by helping kids improve learning outcomes.”

These strategic changes position BrainPOP to deliver an even greater impact in the education space. By strengthening alignment with district curriculum needs, accelerating product development through direct feedback, enhancing implementation support, and expanding research initiatives, BrainPOP is demonstrating its commitment to delivering high-quality learning experiences that make a real difference for students and educators.

About BrainPOP

[BrainPOP](#) offers online educational solutions that make rigorous learning experiences accessible and engaging for all. Proven to raise academic achievement, the BrainPOP brand has been trusted by educators and parents worldwide for more than two decades. Through school and district subscriptions, BrainPOP has a presence in over two-thirds of U.S. districts and an estimated reach of 25 million students annually. Founded in 1999 by former pediatrician and immunologist Avraham Kadar, M.D., the company was acquired in 2022 by KIRKBI, the family-owned holding and investment company of the LEGO brand, as its first acquisition in digital learning.

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