

ukie

Board nomination pack

2025

ukie.org.uk

A message from Ukie CEO, Nick Poole

At a time of rapid evolution for our sector, there's never been a more important moment to step forward and help shape the future of the UK games and interactive entertainment industry.

That's why I'm inviting passionate and committed leaders from across Ukie's membership to consider standing for election to our Board of Directors.

The Ukie Board plays a vital role in overseeing our strategy, governance and engagement. Our members help us ensure that we deliver on our mission to support, grow and promote the UK games industry in all its diversity and creativity. Whether it's informing our policy positions, guiding major campaigns like *Supercharged*, or helping us respond to the big challenges and opportunities facing our sector, the Board acts as both a critical friend and a bold voice for our community.

If you care deeply about the future of the UK games industry, if you're invested in the success of your peers, passionate about the sector's potential, and eager to contribute your insight and experience, we'd love for you to consider standing.

We're particularly keen to welcome nominees who bring fresh perspectives and reflect the full breadth of the industry we represent from studios and publishers to platforms and service providers, to experienced industry veterans to those at earlier stages of their leadership journey. What matters most is that you're committed to Ukie's mission and have the energy and drive to support our work.

Serving on the Ukie Board is a rewarding experience. It provides the opportunity to influence the direction of the sector, connect with other industry leaders, and support the ecosystem that underpins our creative success. Our board members gain access to a wider network, professional development opportunities, and the chance to make a tangible impact on everything from diversity and education to sustainability and international growth.

It's also a serious commitment. You'll need to be ready to contribute time and insight regularly, through board meetings, committee involvement, and occasional strategy sessions. But for those ready to give back to the industry and help shape its future, the rewards are immense, not just professionally, but personally too.

If you're considering standing, please take a look at the full nomination details and Board Member job description in this pack. And if you're unsure, I'd urge you to reach out to the Ukie team to learn more.

Together, we have the chance to ensure our industry continues to thrive, championing creativity, driving innovation and not least, supercharging the future of our industry.

Nick Poole
Chief Executive Officer
Ukie

About the Ukie Board

The Ukie Board is composed of up elected and appointed representatives from across our membership. Board members help guide the organisation's strategy, provide oversight, and represent the interests of the industry at large.

This is a valuable opportunity to:

- Help shape the direction of the UK games industry.
- Engage directly with policymakers, partners, and stakeholders.
- Represent the needs of Ukie's diverse membership, from independent studios to global publishers.

Why Serve?

- **Expanding Your Network:** Serving on the board provides an excellent opportunity to connect with other industry leaders, professionals, and stakeholders, from indie developers to platform holders with a wide breadth of experience and knowledge. This expanded network can lead to new insights, business opportunities, collaborations, and partnerships.
- **Influencing Industry Direction:** As a board member, you have the opportunity to shape the strategic direction of Ukie and influence policies that impact the entire industry. Your contributions can help drive positive change and support the growth and development of the sector.
- **Professional Development:** Serving on the board can enhance your leadership skills, strategic thinking, finance, and governance knowledge. These experiences can be highly beneficial for your professional growth and career advancement.
- **Credibility and Reputation:** Being a board member of a respected trade association like UKIE can boost your professional credibility and reputation. It demonstrates your commitment to the industry and your ability to take on significant responsibilities.
- **Access to Events and Information:** Board members occasionally have access to industry events, conferences, and briefings. This access can provide valuable information and insights that are not available to the general public.
- **Making a Positive Impact:** By serving on the board, you can contribute to the success and sustainability of the UK games industry. Your efforts can help support the industry's growth, promote diversity and inclusion, and address key challenges facing the sector.
- **Personal Satisfaction:** Many board members find personal satisfaction in giving back to the industry and making a meaningful contribution to its future. This sense of purpose and fulfilment can be one of the most rewarding aspect of board service.

What we are looking for

Ukie is seeking candidates who reflect the breadth and diversity of the UK games industry. We welcome nominations from individuals at all stages of their careers and from all parts of the country.

Ideal candidates will:

- Be currently working within a Ukie member company.
- Understand the challenges and opportunities facing the industry.
- Bring fresh perspectives and a collaborative mindset.
- Be committed to Ukie's mission and values.
- Take a sector-wide view, prioritising what is best for the industry as a whole.

Prior experience serving on a board is not required. We are looking for individuals with a strategic mindset, a willingness to engage, and the time to support the work of the organisation. Read the Board Member job description below to find out more.

Role of a Board Member

As outlined in the Board Member job description in the Annex, Ukie Board Members are expected to:

- Provide strategic oversight and input on the organisation's activities and plans, including initiatives such as the Supercharged strategy.
- Ensure strong governance and financial oversight.
- Act as ambassadors for Ukie, representing the industry in public and stakeholder-facing roles.
- Participate in committees or working groups aligned with key organisational priorities.
- Champion diversity, innovation and sustainability across the sector.
- Contribute to performance reviews of the Board and senior leadership team.

Time commitment: Directors should expect to contribute approximately one to two hours per week, including attending bi-monthly board meetings (held in London or online), and participating in a one- or two-day annual strategy offsite, typically in January.

Term: Board members are elected for a two-year term and may serve up to three terms (a maximum of six years).

What our Board members say

Maria Sayans, CEO, ustwo games

"I put myself forward for the Ukie Board after a gentle nudge from a director who believed I could make a difference. At the time, I didn't think it was for someone like me, but I realised I had a voice to represent smaller studios, champion our talent, and highlight the cultural power of games."

Kelvin Plomer, Senior Director of Games Operations, Jagex

"It started with being copied into an email from the Ukie Policy Group. I got involved in meetings, lobbying and roundtables, which led to being asked to join the Board. Since then, I've loved shaping strategy and recently joined the Finance and EDI committees to share what I've learned along the way."

Our current Board

Our Board comprises exceptional leaders from across the industry. This diverse representation ensures we can effectively advocate for our members and provide the comprehensive support needed to drive the success of the wider sector. The Board is made up of a mixture of both elected and appointed seats.

You can find out more about our current Board here: <https://ukie.org.uk/ukie-board/>

To stand for election, you must:

- Be employed by a Ukie member organisation – full membership only.
- Complete the nomination form, including:
 - A short biography
 - A 200-word statement
- Provide a headshot photo for use during the election process.

You can find more details on what should be included in the biography and statement in the Annex. We highly encourage you to read and review this before making your nomination.

All nominations must be submitted by 2nd September, 12pm.

All nominations, including headshots and statements will be available online for Ukie members to view and vote on.

Submit your nomination here: <http://www.cesvotes.com/UkieNominations2025>

Questions and Further Information

If you would like to learn more about the role or have questions about the nomination process, please contact the Ukie team at info@ukie.org.uk.

Annex

Board Member job description

Overview

Ukie is the trade body for the UK's interactive entertainment industry. As a member of the board of Directors, you will play a crucial role in shaping the strategic direction of the organisation, ensuring it meets its mission to support, grow, and promote the UK games industry.

Key Responsibilities

- **Strategic Leadership:** Provide strategic guidance and oversight to ensure Ukie's activities align with its mission, values, and goals. Participate in the development and approval of strategic plans, including the *Supercharged* strategy, which aims to power the future of the UK interactive entertainment industry.
- **Governance:** Contribute to the governance of the organisation by participating in board meetings and ensuring that UKIE operates within its legal and regulatory framework. While legal expertise is not required, a willingness to learn and understand governance principles is essential.
- **Financial Oversight:** Support the financial oversight of the organisation by reviewing budgets and financial plans. While financial literacy is not a requirement for the role, Directors should show a willingness to engage with financial matters. Training and support from your fellow board members can be provided as needed.
- **Advocacy and Representation:** Act as an ambassador for Ukie, representing the interests of the UK games industry to stakeholders, including government, media, and other industry bodies. Advocate for policies that support the growth and development of the industry.
- **Stakeholder Engagement:** Engage with Ukie members and other stakeholders to understand their needs and ensure their voices are heard in the organisation's decision-making processes.
- **Committee Participation:** Directors are invited to serve on one or more committees or task forces, contributing to specific areas of the organisation's work.
- **Performance Evaluation:** Participate in the evaluation of the board's performance and the performance of the Chief Executive Officer and Senior Management Team.

Qualifications

- **Industry Experience:** Experience in the games or interactive entertainment industry, with an understanding of the sector's challenges and opportunities.
- **Leadership Skills:** People management experience is not required, but an ability to build consensus and drive strategic initiatives would be ideal.

- **Commitment:** A strong commitment to Ukie's mission and values, with the ability to dedicate the necessary time and effort to fulfil board responsibilities.

Personal Attributes

- **Integrity:** Demonstrates high ethical standards and integrity in all actions.
- **Collaboration:** Works effectively with others, fostering a collaborative and inclusive board culture.
- **Visionary:** Possesses a forward-thinking mindset, with the ability to anticipate industry trends and challenges.
- **Communication:** Excellent communication skills, with the ability to articulate complex issues clearly and persuasively.

Time Commitment

Board members should expect to attend meetings every other month (in person in London, or virtually), with a one or two day strategy offsite usually held in the South East of England, January. The time commitment is up to the board member, but Directors should expect to give approximately one to two hours per week.

Term

Board members are elected for a term of two years, with the possibility of re-election for an additional two terms (up to a total of six years).

Biography

Your biography should briefly outline your current role, your experience in the games industry, and any relevant achievements or areas of expertise.

Personal Statement

Your personal statement should clearly outline your reasons for standing for election, the contribution you intend to make if elected, and how you will represent and support the Ukie membership. The statement must be no more than 200 words and will be published on the Ukie website for members to review during the voting process.