



Meet our Leadership Team

Victoria Sopik, CEO and Co-Founder

Victoria Sopik is first and foremost the mother of eight children and grandmother of many. The CEO and Co-founder's experiences as a working mother and devoted parent have allowed her to disrupt corporate child care in Canada and the US. Victoria is a recognized expert in the field with over three decades of experience and a reputation for innovating through changing times. Her expertise provides strategic direction and leadership for the company. She has developed successful long-term partnerships with numerous private and public organizations, and is active with several charitable organizations.



Paul Revill, Chief Financial Officer

Paul Revill joined Kids & Company in 2022 after almost a decade with ADP and a decade with the Four Seasons Hotels and Resorts. He is a CPA and CA with a Master of Accountancy from the University of Waterloo. A results-driven finance executive with a reputation for streamlining operations that drive growth and efficiency, Paul brings a valuable depth of knowledge and energy to a company that is continuously looking forward.



Sue Purser, Chief Operating Officer

Sue Purser joined Kids & Company in 2003 and is an experienced Chief Operating Officer (COO) with a BA in Early Childhood Education and Teaching from Toronto Metropolitan University, and has a demonstrated history of working at all levels in child care. From the early beginnings of the company, Sue has been using her skills, leadership and education to create operational systems that families, partners and employees trust.





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Lisa Ruscica, VP of Culinary Operations and Chief Food Ambassador

Chef Lisa Ruscica is Kids & Company's VP of Culinary Operations and Chief Food Ambassador, and has proudly managed the Kidco Kitchen since its inception. Lisa oversees all facets of the department including nutrition, menu development and managing our team of talented chefs across the country.

Lisa is a graduate of the Food and Nutrition Program and the Chef Program at George Brown College. She is well-known to both families and colleagues for her passion for all things culinary and her dedication to healthy foundations for children.



Jaclyn Sopik, Chief People & Legal Officer

Jaclyn Sopik joined Kids & Company in 2016 as both legal counsel and to oversee Human Resources. She is a powerful presence for the leadership team; in addition to managing all employment and legal matters she serves as the company's Privacy Officer and leads important initiatives such as the Diversity and Inclusion Committee. Prior to joining Kids & Company, Jaclyn was a staff lawyer at a leading Canadian law firm and completed a clerkship at the Ontario Superior Court of Justice.



Linda Starr, Vice President of Corporate Sales and Client Services

Linda Starr has been a key visionary at Kids & Company since 2011 when she stepped into the head sales and marketing role. Linda holds a degree in Sociology and English from Queens University, a Management Diploma in Human Resources, and has completed a variety of courses in sales, customer service and marketing. She is responsible for business development, corporate partnerships, and collaborations supporting wellness and family-friendly solutions. Linda manages a team focused on sales, brand-building and marketing.



Renee Morales, Vice President of Customer Care and Enrollment

Renee Morales has spent over 20 years accumulating knowledge in service-based industries and brings a wealth of experience to the critical role of overseeing Kids & Company's enrolment programs, customer service initiatives, family retention and corporate back-up systems. She is a pillar of the leadership team and has served for over a decade at Kids & Company.



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Kristine Grant, Vice President of Centre Operations

Kristine Grant has the vital role of overseeing curriculum, first impressions and each learning environment at Kids & Company, and has been intimately involved with the development and growth of the company since the start. She holds an Early Childhood Education diploma from Centennial College and studied Child Development at Toronto Metropolitan University. Kristine works closely with our Directors and Area Directors to ensure the delivery of an enriched curriculum within a safe and nurturing environment, with the goal of having each child receiving the highest quality of care according to their unique needs.



Nicole Spinner, Vice President of Marketing and Brand

Nicole brings a wealth of marketing expertise and a passion for brand development to her role. With an HBA degree from the Ivey School of Business, and a background in brand management, Nicole's commitment to excellence and creativity drives her to continuously elevate the Kids & Company brand and reputation. Additionally, Nicole oversees Kids & Company ESG (Environmental, Social, and Governance) efforts, enhancing the company's commitment to sustainability and social responsibility.



Rochelle Rondon, Director of Marketing

Rochelle Rondon, Director of Marketing at Kids & Company, brings 20 years of expertise in marketing and managing large-scale projects. Passionate about marketing and mentoring teams for success, she drives innovative, customer-centric strategies, oversees communications plans for ESG efforts, and supports executive projects in brand development and thought leadership.