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JODY GANNON

Big B Animation



Originally from Blackrock in Dublin, Jody Gannon spent most of the last 15 years living in Sweden with his family while commuting to work in Berlin where he had a highly successful animation company.

The unusual commute came about when Jody and his Swedish wife started a family and decided to rear their children in Sweden. The couple had met in London, where Jody started his career in animation, and were living in Dublin when they decided to make the move. Berlin just happened to be the closest place to Sweden where Jody could continue his career in animation.

Initially, he worked for Hahn Film, one of Germany's largest animation studios, before deciding to set up his own company, Big B Animation, with business partner Jonathan Webber, in 2008.

Big B was highly successful. “We provided services for other companies that required animation, or scripts or direction, and we did that for most of the major companies in Germany,” Jody says.

After running the business for more than a decade, Jody realised he wanted to change the focus of the company. “It had been a purely service-based business, and in that

situation, you don't have ownership of the creation, and that became of more interest to me,” he says.

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In 2019, Jody's business partner left the company, and Jody set about transforming it. He opened an office in Dublin, and his plan was to commute between Sweden and Dublin instead of Sweden and Berlin. However, pandemic restrictions in Ireland meant he spent most of the first couple of years running his Dublin-based company from Sweden.

His decision to set up in Ireland was prompted by a desire to enjoy a working life in his home city. The prospect was made even more attractive because his eldest daughter had just started studying in Trinity.

Jody did the Back for Business programme in 2020. “It was essential. I knew what I wanted to do in terms of refocusing my business, but I really had no practical idea of how to go about it. Back for Business strengthened my resolve and gave me the confidence to give it a go,” he says.

Jody is the vice president of the Irish Business Network in Germany, and he encourages its members who are considering returning to Ireland to enrol in the Back for Business programme.

Big B Animation employs a team of six scriptwriters and a number of freelance set designers and character designers. Jody is also a partner in an animation studio in India, WordSword Creations in New Delhi, which has 65 employees.

The company had a major business breakthrough this year when Jody succeeded in attracting Reliance Media as a co-producer for a television series he is developing.

“Reliance is a really powerful player in the industry. The fact that we got them as a 50% co-producer on our show is a huge profile jump for us,” he says.

Now that the pandemic is over, Jody intends to spend more time in Ireland. His plans for the year ahead include developing a feature film drawing on the cultural links between Ireland and Scandinavia and completing production on a 26-episode pre-school CGI TV series for the global market.



POSITION

CEO/Founder

WHAT WE DO

Big B Animation is an animation production studio based in Ireland and Germany.

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