

Poppy Jamie

Founder of Happy Not Perfect, Co-Founder of Pop & Suki, and Happiness Expert

Poppy Jamie is an entrepreneur, influencer, and rising star in the happiness, mental health, and mindfulness space. She is the founder of the mental wellbeing app and corresponding product line Happy Not Perfect — which looks at mindfulness in a new way to guide its 100,000 users to feel happier, calmer, and less anxious. A deeply personal project combining behavioral scientific research, inspiration from her mother, and real life-experience, Poppy created Happy Not Perfect to inspire and empower people to care about their brains and thoughts with the same vigilance they tend to their faces and bodies.

As organizations worldwide grapple with how to manage the growing mental health crisis, Poppy provides a clear path to overcoming uncertainty, fears of rejection, anxiety, and burnout to find peace with the past and create a happier, healthier future. In her signature warm and relatable speaking style, she empathetically combines her own personal struggle with perfectionism and life purpose with cutting edge science to help groups tackle today's culture of anxiety and perfection and upgrade their headspace to be more curious, compassionate, and emotionally resilient. She is exclusively represented by [Leading Authorities speakers bureau](#).

The Happy Not Perfect app was born out of a clear need for a tool to deal with anxiety. A former television and social media host, after Poppy received hundreds of messages from viewers about their stress and anxiety, she decided to create something to help people better manage their mental wellbeing. Following four years of work with neuroscientists, researchers, and her neurotherapist mother, Poppy launched the award-winning Happy Not Perfect app to do just that — combining brain science and technology to change the way we look after our minds. In addition to the app, Poppy continues to share her wellness insights as host of the "Unwind" podcast — which charted in the top ten for mental health in Europe — where she interviews world experts and thought leaders to share wisdom, advice, and teachings around the mind, body, and soul. She is also the author of the book *Happy Not Perfect: Upgrade Your Mind, Challenge Your Thoughts, and Free Yourself from Anxiety*.

While developing Happy Not Perfect, Poppy also co-founded the fashion accessories brand Pop & Suki with actress Suki Waterhouse. The company's mission, along with selling bags, is to celebrate friendship and women working together. A TEDx speaker, Poppy was appointed as the youngest member of the Resnic Neuropsychiatric Hospital Advisory Board at UCLA to help consult on the wellbeing of students. As a burgeoning mindfulness expert, she's taken part at the first mental health talk series at Cambridge University, lectured at the UCLA Wow Summit on brain health, and led Happiness Workshops for thousands of top brands and organizations across the U.S. and UK. She is also a Global Goals advocate for the United Nations.

For her activist work in mental health, Poppy has been named one of *Forbes*' '30 under 30,' *Glamour*'s 'Most Empowering Nu-Gen Activists You Need to Know,' and *W Magazine*'s 'Next Generation of Activists Making a Difference,' among others. She was also honored with the "Points of Light Award," handed to her by then Prime Minister Theresa May. In a personal letter to Poppy, May wrote, "Through 'Happy Not Perfect' you have created an innovative community to help people understand and manage their wellbeing. You should feel very proud of opening up conversations about this important issue." Poppy's unique insights have also been featured in major media news outlets including the *New York Times*, *Wired*, *Fast Company*, *Refinery29*, *Forbes*, *Vogue*, *Bustle*, *Cosmopolitan*, E!, NBC News, and MTV.

Poppy kicked off her career while studying at the London School of Economics when she became the youngest entertainment presenter at ITN, the UK's largest TV news organization. After graduating, Poppy moved to Los Angeles to work with MTV, ITV2, and *Extra*, and later launched *Pillow Talk with Poppy* — Snapchat's first talk show for an audience of more than 100 million viewers.