



Paul Ellis is CEO of i3 Gen, where he leads projects at the intersection of wargaming, strategic communications, and strategic planning. With nearly 30 years of experience in the technology and marketing sectors, combined with service as a Specialist Reserve Officer in the British Army since 2018, Paul has developed a distinctive perspective that bridges commercial insight and military practice. Colloquially, he says he has always been in the business of competitive storytelling.

At i3 Gen, Paul focuses on the design and delivery of Narrative Wargames tailored for senior leaders and policymakers. These games are crafted to help participants gain interest, generate insight, and deliver measurable impact. They are not simply exercises but immersive environments that allow organizations to stress-test strategies, explore risks, and identify opportunities before decisions are put into practice. His portfolio spans narrative games on hybrid threats, explorations of cognitive warfare, scenario work on preparedness and resilience, and games addressing the safe development of emerging technologies such as artificial intelligence and the protection of critical national infrastructure.