



E E B W

EAST OF ENGLAND
BUSINESSWOMAN
OF THE YEAR
2009

PRESS RELEASE

8 December 2009

FEMALE FINALISTS CHOSEN FOR TOP BUSINESS AWARD

JUDGES of this year's East of England Businesswoman of the Year Awards have officially announced their shortlist.

A total of ten talented women from around the region have been selected as finalists and will find out in February if they have been named a winner.

These prestigious awards recognise the success and commitment of women running and leading businesses throughout the six counties; Norfolk, Suffolk, Essex, Cambridge, Bedfordshire and Hertfordshire.

Judges have so far met with applicants and spent a number of hours assessing entries to find the very best businesswomen in the East of England.

Deborah Cadman, Chief Executive of the East of England Development Agency (EEDA), is one of the first shortlisted for the Businesswoman of the Year award and heads up an organisation of 250 people and is responsible for supporting innovative companies.

Sally Bramall, Managing Director of Global Carrier Management Willis Limited, has worked her way up the corporate ladder over the past 21 years and manages a team of 40 associates for the company.



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Assis Carreiro Director of Dance East joined DanceEast in January 2000 and has led the organisation through a period of redevelopment and expansion culminating in Autumn 2009 with the opening of the £8.9 million Jerwood DanceHouse on the Ipswich waterfront, one of a handful of world class centres for dance.

Jane Osbourn, Director of MedImmune Ltd, has been instrumental in the growth of the **Cambridge** company and drives forward the development of over 100 possible medicinal drugs in a range of different disease areas from oncology to cardiovascular.

The Businesswoman Entrepreneur Award Finalists are equally impressive.

Linda Baston-Pitt is Co-founder of The Old School House Day Nursery and TLC Ltd. This is an award winning nursery school set in a converted Victorian school building, educating over 120 children aged between 3 months to 11 years.

Heather Newill is founder and managing director of AEM International Ltd, which is based in **Framlingham** and has national and international clients for the services of executive search.

Karen Finch, Managing Director of The Hearing Care Centre, **Ipswich**. She launched her business over 10 years ago, and as well as managing her company



and staff, Karen

continues to
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conduct hearing assessments and fit hearing aids.

The final award – for Young Businesswoman – sees three great finalists.

Rachel Ducker runs Apparition Marketing and Design Ltd in **Halesworth**. Although only in her early 20s, she looks set for a great business career.

Fae Perkins heads Bond Hair Extensions in **Wellingborough**. Her young and spirited story equally impressed judges.

Finally in this category, Kate Elliott has been shortlisted for her role at Active Marketing and Design Ltd – a growing company based in **Norwich**.

Steve Elsom, from lead sponsor Lloyds TSB Commercial, said: "We have been impressed by the high quality of the entrants this year.

Their drive and talent is a real credit to them and it says great things about the business being delivered here in the East of England."

East of England Business Woman Awards are organised by the Suffolk branch of Institute of Directors, with high street bank Lloyds TSB Commercial returning as lead sponsor for the third year.



The **E B W**

Entrepreneur of the Year Award
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the Year Award aims to recognise those women who work in the region as a director, partner or senior manager in a substantial private or public sector or not-for-profit organisation, and who can demonstrate significant influence on its direction and success.

The Businesswoman Entrepreneur of the Year Award is to recognise women who have set up their own business in the region and achieved appreciable growth with clear further potential.

The Young Businesswoman of the Year Award is for young women who have displayed enterprise and commerciality in starting a business in the region

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NOTES TO EDITORS:

For more information about the awards and to arrange images, logos or interviews with past winners, please contact Deborah Watson at Lexia Media on 01394 446494 or e-mail deborah@lexiamedia.co.uk