



Strict embargo until: 00:00 May 27 2011

Best businesswomen in the east recognised at regional awards

The region's top performing businesswomen have been recognised at the 21st East of England Businesswomen of the Year awards, marking the culmination of an extensive search to find rising and established stars.

Fourteen corporate and independent businesswomen from Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Suffolk and Norfolk were shortlisted for the four categories, with winners announced at a glittering awards ceremony at The West Wing at Ickworth House, Bury St Edmunds.

Those chosen were:

Businesswoman of the Year – sponsored by Adnams PLC
Rosemary Bensley, Pharmarama International Ltd., Borehamwood

Businesswoman Entrepreneur of the Year – sponsored by Lloyds TSB Commercial, Naomi Tarry, Best of Suffolk, Woodbridge

Start Up Business of the Year – sponsored by Lloyds TSB Commercial
Claire Martinsen, Breckland Orchard, Watton

Rising Star of the Year – sponsored by Ashridge Business School
Claire Bishop, Nemco Utilities Ltd., Bury St Edmunds

A separate category, the Beatrice Wilkinson Memorial Award – sponsored by Suffolk Business Women – was presented to Karen Finch from The Hearing Care Centre in Ipswich.

The awards were held in association with the Institute of Directors Eastern Region and sponsored by Lloyds TSB Commercial, Adnams, Ashridge Business School and Suffolk Business Women. Additional support was given by MedImmune, Itineris, DPS Technology Group and Mosaic Publicity.

EEBW Chairperson Jane Cox said: "My congratulations go out to all the winners, after what has been a very exciting time judging some outstanding entries. Everyone who entered can be proud of what they have achieved during the past year and we hope this encourages women of all ages to pursue a career in business."

She added: "The judges were very impressed with the diversity of the entries this year. It is great to be able to recognise women in the east of England and shows there is a real hunger and a passion for the business world."

The judging process included an analysis of the entrants' sales and marketing activity, financial strength, human resources activity, innovation and evidence of corporate social responsibility. This was followed by an interview where the entrant delivered a presentation. Finalists were then visited at their business.

The awards ceremony, which took place on May 26 at The West Wing at Ickworth House near Bury St Edmunds, was presented by BBC business correspondent Karen Hoggan, who has enjoyed an illustrious career in the broadcast media with current roles on Radio 4, Radio 5 and BBC local radio.

ENDS

Photo shows:

For further information please contact Simon Fielding at Mosaic Publicity on 01206 548100 or email simon@mosaicpublicity.co.uk

East of England Businesswomen Awards, held in association with the Institute of Directors Eastern Region.



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