

Amazing Women

Maria Darling: Founder and Managing Director of Shoes Glorious Shoes



Founder and Managing Director of Shoes Glorious Shoes the national Shoe Party franchise set up her business as the result of a chance conversation with a friend and having size 2 feet.

Before reaching the stage when running her own business felt like the right thing to do, Maria spent time gathering skills and experience from working as a Supervisor in the cosmetics industry and then as a PA before setting up a yacht charter company in the Caribbean with her husband. She was lured back to the UK to manage a recruitment agency, building it into a £1.4m business in the late '80's, where she stayed for 14 years.

Maria set up Shoes Glorious Shoes in 2006 and launched the company as a franchise in 2008. With franchisees from Scotland to the South Coast, the company has been featured on Sky TV, BBC radio and in The Daily Mail. www.shoesgloriousshoes.co.uk

Melanie Eusebe: IBM Global Business Services



Melanie is currently at IBM Global Business Services as a Managing Consultant for major Financial Services Clients in the UK and abroad, successfully delivering measurable value to key clients in the Financial Services industry. Her engagements focus on aiding organizations apply technology to complex internal and external business process challenges

In preparation for her current role, she was a Department Manager for the largest Canadian Internet Banking Site over a six-year period, growing the customer base from 100000 to over 1M, with the site winning many industry awards along the way.

Contributing to her career she also pursues many outside interests and right now has just finished her **Masters in Philosophy** at Birkbeck College, University of London and she is also a contributing writer to the Black Intellectual website with a focus on politics and culture, complementing her initiatives in forwarding the Diversity agenda in and outside of IBM.

She is a high impact, multi-dimensional speaker, focusing on topics that include incorporating your ethics at work as well as communicating and networking with an impact.

Lara Goodbody: Co-founder and MD of YogaBugs Ltd



Lara Goodbody joined YogaBugs in 2003 to work with her sister-in-law Fenella Lindsell, (Founding Director) when she saw the benefits that young children experienced when introduced to the magical adventures in the YogaBugs classes.

Having a background in recruitment and owning her own recruitment company in Ireland as well, Lara has a wealth of knowledge in setting up and running a highly successful business.

Lara's company turned down an investment deal on the BBC's Dragon's Den programme and is glad that she didn't take an offer of investment from two of the entrepreneurs on the programme. They were already in discussions with another investor before the programme.

YogaBugs introduces children between the ages of two and seven to the benefits of yoga and relaxation through visualisation techniques, fun and storytelling.

6 years on, Lara is even more committed than ever to share her love of yoga with young children. Like any dream it has to make commercial sense, so two years ago YogaBugs launched a franchise network to help facilitate the growth of classes through a network of teachers.

Now children around the country enjoy classes and are having lots of fun, whilst their franchisees are building financial rewarding businesses. www.yogabugs.com

Ida Horner: Founder of Ethnic Supplies



Ida Horner

Ida grew up in Idi Amin's Uganda and the first 20 years of her life were marked by civil wars. Ida left Uganda on a scholarship from the Austrian government to study at Institute of Tourism and Hotel Management and eventually moved to the UK.

Ida enrolled on a degree programme in Housing Management and development at Westminster University in London following which she had a successful career as a District Housing Manager for a London Housing Authority prior to the events of December 2006.

In December 2006 Ida went to her native Uganda for Christmas and whilst there she was invited to a New Year's Eve party in South West Uganda. She had never been to this part of Uganda previously and found it difficult to reconcile the beauty of that part of the country with the poverty she saw and resolved to do something on her return to the UK – the result is **Ethnic Supplies**.

Today Ida is a sought after inspirational speaker who shares her life's journey with great passion. She has developed an expertise on sustainable development and issues affecting poverty stricken African women. www.idahorner.com

Emma Jones: Founder and Editor of Enterprise Nation



Emma Jones is founder of Enterprise Nation the home business website. Over 60,000 people visit the site each month to read lively features and watch the home business show. As well as the site, Enterprise Nation runs the Home Business Awards, produces the annual Home Business Report and advises Government on the topic.

Following a career with an international accountancy firm, Emma started her first home business at the age of 27 and successfully sold it just 15 months after launch. Emma's book 'Spare Room Start Up - how to start a business from

home' was published by Harriman House in May 2008 and became Waterstones' business book of the month on publication.

Emma and her team are now racing to follow every UK home business owner on Twitter by Friday 20th November; the date of the Enterprise Nation Conference and the UK's first ever Home Enterprise Day. The race is on at www.twitter.com/e_nation

Annabelle Kaye: Founder and MD of Irenicon Ltd



Annabel Kaye founded Irenicon 30 years ago to give practical employee relations and employment law support to entrepreneurs. Three recessions later, she is still supporting clients from multi nationals to micro businesses. One of the hardest things for businesses to do is to grow beyond the owner into employing staff or regular associates. Entrepreneurs often believe they have no staff, while employment tribunals and the Inland Revenue can take quite a different view about the people who are doing work for the enterprise. Even sole traders need to deal with equality issues in relation to customers and contractors. There is no such thing as a business that is not affected by employment law.

Annabel's expertise is in making the complex accessible, and in helping entrepreneurs to work out what is important for them and what can wait. After 30 years, she still enjoys solving the problems that the people side of a business can present. www.irenicon.co.uk