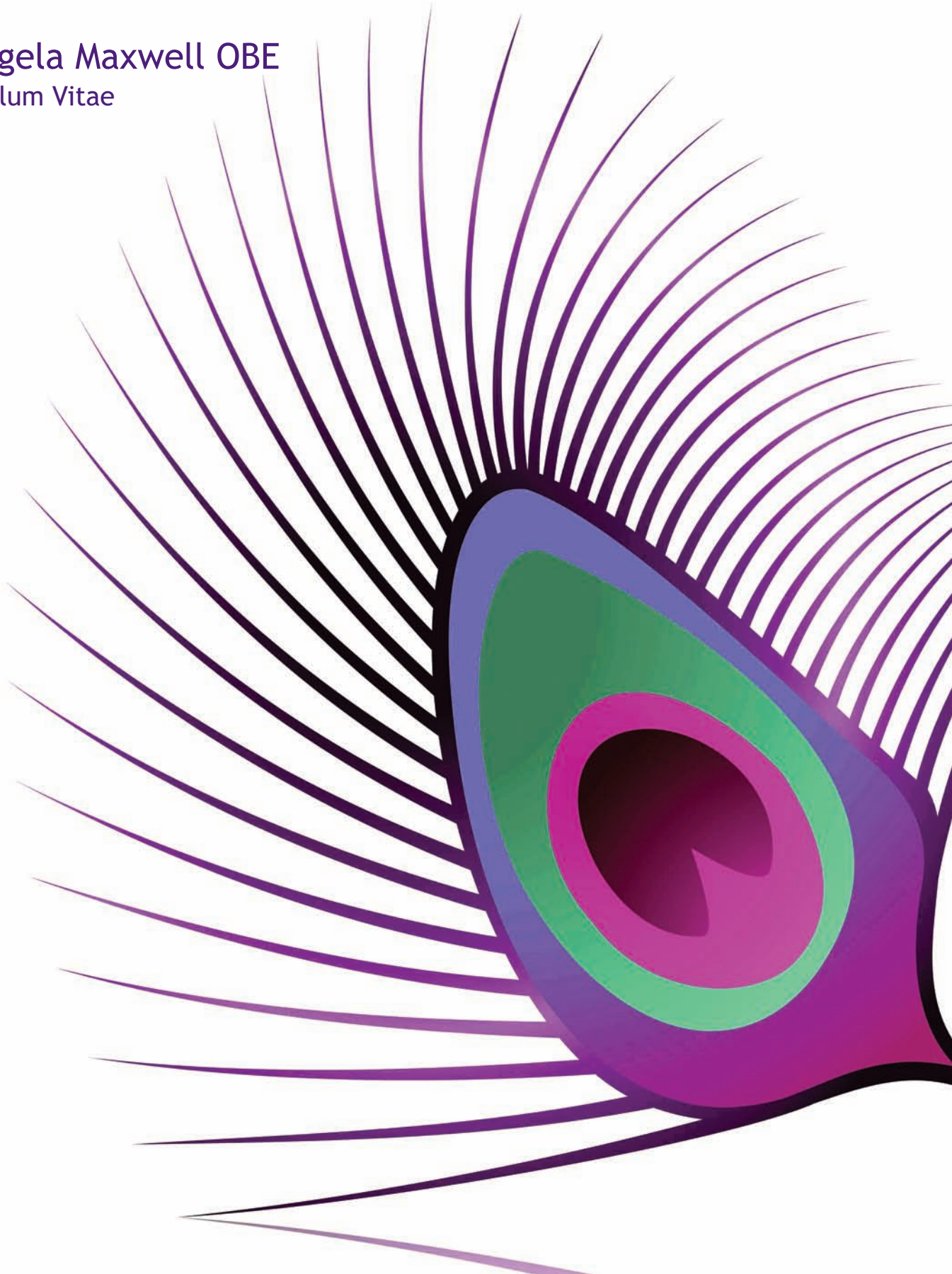
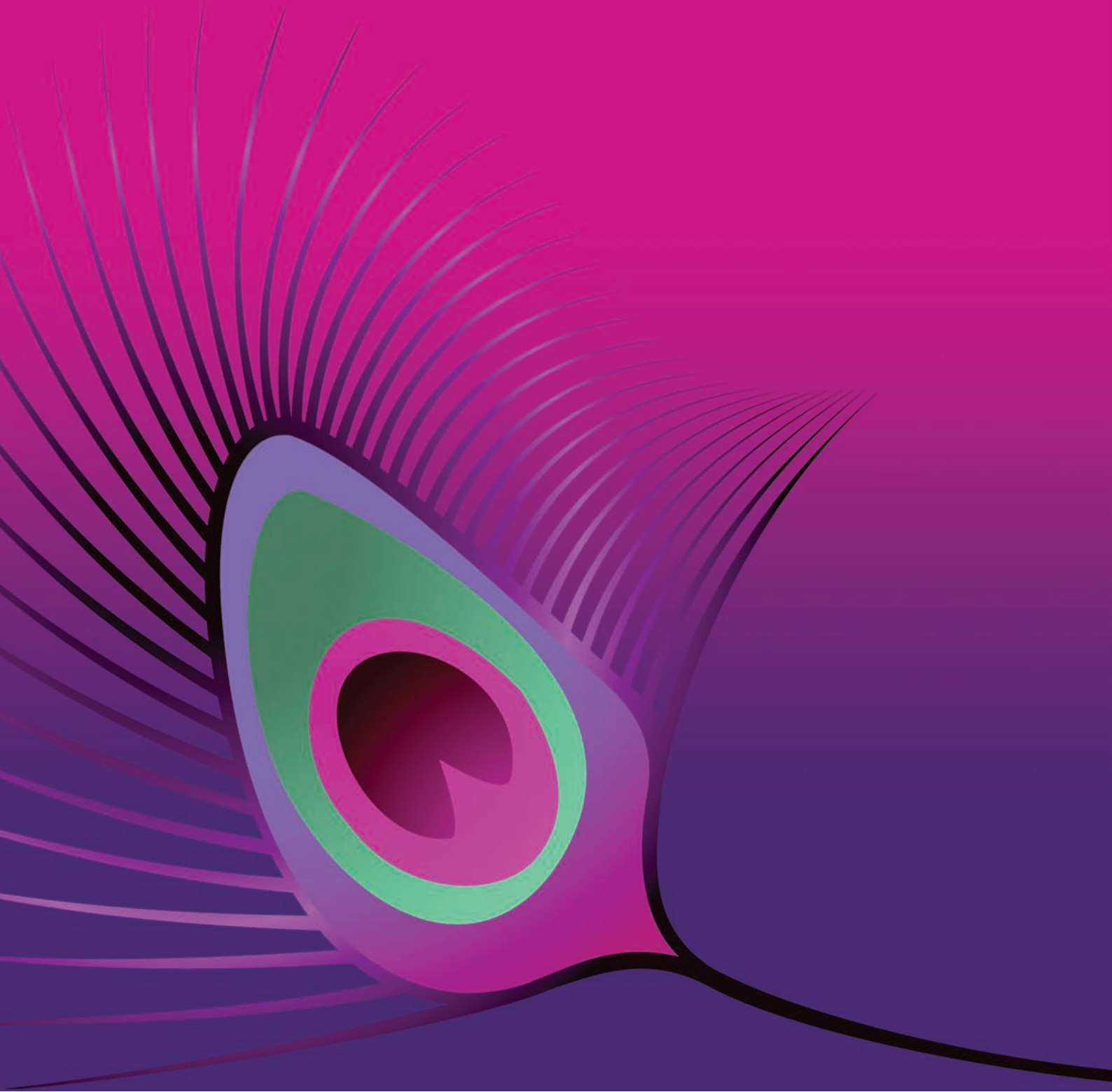


Dr Angela Maxwell OBE
Curriculum Vitae



Personal Profile

- A highly energetic, dynamic and positive person with strong leadership, communication and influencing skills.
- A pragmatic businesswoman with sound judgement and decisiveness, who is able to reach consensus in difficult situations.
- Passionate about enabling organisations and individuals to reach their full potential.



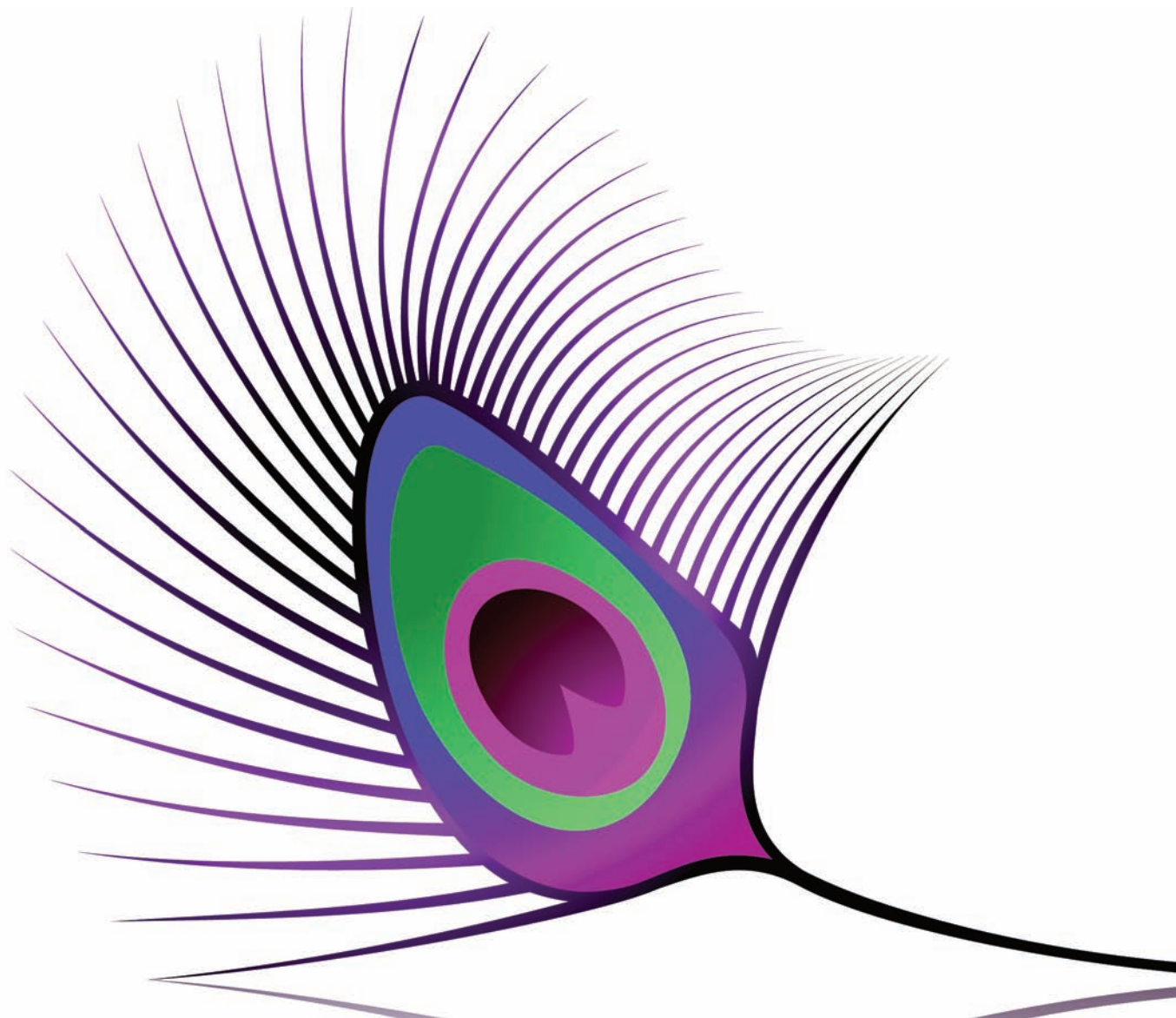


Experience

- Appointed Chair of the Board of Directors at the Birmingham REP - the first female Chair in its 100 year history. (2013)
- Appointed by the Secretary of State for Business Innovation & Skills to the Board of Regional Development Agency Advantage West Midlands (2007 to July 2012)
Responsible for an annual budget of £ 400 million at its peak.
- Appointed to the Board of University Hospitals Birmingham NHS Foundation Trust (2009 to date) which oversees a budget of £ 500 million currently, increasing to £1 billion by 2013. Chair of the Investment Committee (2011)
- Appointed to the Regional Committee of the Institute of Directors (2011 to date)
- Member of the West Midlands Enterprise Board (2008 to date)
- Member of the Birmingham Business School Advisory Board (2008 to date)
- Member of the University of Birmingham Investment Committee (2011 to date)
- European Advisor to UKTI (2002 - 2004)
- Director of Compass Theatre Company funded by the Arts Council (1995 - 2004)
- Director of the Young Enterprise Scheme (Midlands) (1991 - 2001)

Achievements

- Received the OBE in the Queen's Birthday Honours in 2010 for Services to Business.
- Received an Honorary Doctorate from the University of Birmingham for Business Leadership in 2010.
- Co-developed with the Women's Business Development Agency the 'Off She Grows Programme' to increase the aspirations of young girls attending mixed schools in disadvantaged areas.
- Co-created and co-founded with the Women's Business Development Agency the Centre for Women's Enterprise and Leadership, the first in Europe, based at the University of Birmingham launched in 2012
- One of just 200 businesswomen nationally to be recognised by the Queen for an outstanding contribution to UK trade and industry in 2007.
- Finalist in Midlands Businesswoman of the Year 2005
- The sole SME representative in a major business round table discussion with Prime Minister Tony Blair in 2004.
- Twice listed in Midlands Insider 42 under 42 future leaders
- Finalist in the Good Housekeeping Croft Award for Most Original Woman in 2002
- The runner up in Yorkshire Personality of the Year Award 1990
- Won the TNT Outstanding Young Person of the Year award - Arts and Entertainment in 1990
- Rotary International Scholar and Ambassador of Goodwill 1988-1990
- JCR President, St. Hilda's College, Oxford 1987






 10 DOWNING STREET
 LONDON SW1A 2AA
 21 May 2004

From the Policy Adviser

Dear Ms Maxwell

The Prime Minister has asked me to thank you for participating in the discussion on business issues in Birmingham. He found the event interesting, stimulating and useful. He certainly felt afterwards that it had been well worth doing. So many thanks once again.

Do feel free to put pen to paper if you would like to develop any of the points that you raised during the discussion and I will make sure that the Prime Minister sees them.

Yours sincerely


 RAMIL BURDEN

SIR ALAN SUGAR

When I attended the first Inner City Awards last year, it was as though I had travelled back 40 years, to when I was a youngster in the East End of London. The award winners that year were no different to the variety of fledgling businesses I later sprang up around me in those early days. I started my business career in what would be described today as the deprived inner city, and so did many of my friends who today are leading successful companies, bringing employment and prosperity to many. The inner cities may be described as deprived, but they are not deprived of the energy, imagination and the hunger to succeed that are so often borne of disadvantage.

There is no doubt in my mind that there is tremendous business vitality and drive in the inner cities, but these qualities are too often dulled by official indifference, even suspicion. Bankers shy away from financing youngsters starting out on their own, bureaucracy can get in the way of progress and a culture of selling the entrepreneur to fall victim to periods in many areas of society.

That is why I welcome and support wholeheartedly the Inner City 100 initiative. Here is a programme to promote and applaud those young businesses, which have won through to strength and profitability. This Government is the first I can remember which has actively and consistently encouraged enterprise, not just with high-flown phrases, but also with concrete tax breaks and other financial incentives.

But it is not just a matter of financial assistance. Just as important is the Inner City 100's mission to encourage entrepreneurs in the inner cities to take advantage of the opportunities which exist, to encourage the financial sector to recognise the commercial investment opportunities in regenerated inner cities, and to help create a climate where such areas are seen and welcomed as a tremendous source of future employment and prosperity.

CHANCELLOR OF THE EXCHEQUER, THE RT. HON GORDON BROWN MP

The Inner City 100 is helping to create a more dynamic, innovative and enterprising Britain. For far too long, the image of enterprise in this country has been of a closed circle with millions left out. But it is my belief that the British economy will do best when men and women from the nations as high, as well as low, entrepreneurship, community - and from - are encouraged to have confidence that they can transform their lives. Business start-ups and growing firms, and a more vibrant and diverse culture generally open to all.

THE SUNDAY TIMES

Busy boss needs a coffee break



Angela Maxwell, commercial director of enterprise under Fracino, with her company's response to requests for possibly help in the city.

BIRMINGHAM POST INTERNATIONAL TRADE

Women lead fight to break down barriers

Female entrepreneurs are taking a leading role in a pioneering initiative to boost international trade.

Most Midlands women entrepreneurs have been successful in securing a foothold in the international market, but many are still struggling to break down the barriers that prevent them from doing so. A new initiative, led by a group of women entrepreneurs, aims to help them overcome these obstacles.

The initiative is being led by a group of women entrepreneurs, including Angela Maxwell, who is the commercial director of Fracino. The group is working to help women entrepreneurs overcome the barriers that prevent them from doing so.

Angela Maxwell, who is the commercial director of Fracino, is one of the women entrepreneurs who is leading the initiative. She is working to help women entrepreneurs overcome the barriers that prevent them from doing so.

ANGELA MAXWELL

COMMERCIAL DIRECTOR, FRACINO (INNER CITY 100 WINNER, 2001)

Inner cities are the lifeblood of communities and the Inner City 100 Index is an appropriate celebration and acknowledgement of their achievements.

The dynamic and unique cultures created by those who live and work in inner cities reflect their energy, passion and determination to change things for the better.

An exciting mix of ingredients such as entrepreneurial flair, investment and regeneration - nurturing and developing young people - drive this vision.

No single enterprise or individual can achieve all this. The way forward requires cooperation from wide ranging organisations, together with social and cultural entrepreneurs, to forge vibrant partnerships. Such mixed economy enterprises are vital to sustain future growth and success.

"ARE YOU QUITE WELL?" HOW TO ASK NON-PC INTERVIEW QUESTIONS

REAL BUSINESS

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What's in John Caudwell's inbox, then?

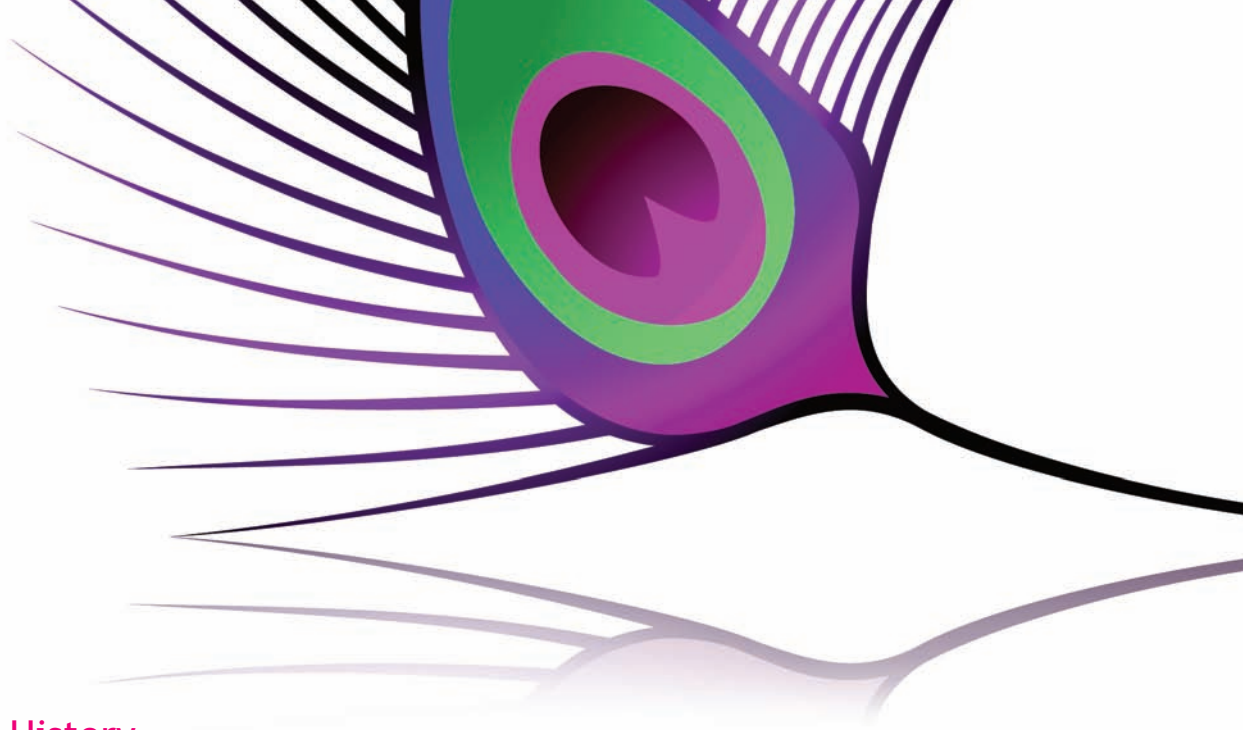
WHAT WOMEN WANT

'Old farts and failures'

Can the reputation of Business Link be saved?

...and the suits who stand in their way

FALLING IN LOVE AGAIN, RAISING PRICES, A CRASH COURSE IN CASH-FLOW



Career History

Founder & Managing Director, Acuwomen (2004 to date)

- Set up a strategic business consultancy to transfer my knowledge and commerciality to aspirational SMEs and other organisations, enabling the acceleration of their development.
- Accredited mentor with Growth Accelerator, PERA, UKTI and the British Chamber of Commerce
- Work spans the public and private sector with a particular focus on high growth organisations and IP led businesses.
- Visiting lecturer at the University of Birmingham on the MSc International Business and MSc Marketing programmes.

Commercial Director, Fracino (1995 - 2008)

- Transformed a barely profitable importer of espresso coffee machines into a leading brand manufacturer and exporter of over 40 products.
- Drove sales and profitability by 700%.
- Won bespoke contracts for Costa Coffee, Cadbury's and a global design and development contract for Unilever
- Won a Millennium Product Award for design.
- Recognised as one of the fastest growing UK enterprises in the 'Inner City 100' awards, sponsored by the Financial Times and the Royal Bank of Scotland.
- Twice winner of the export category in the Better Business Awards in 2000 and 2004
- Sold interest and exited the business in 2008



Business Development Manager, Commercial Director, acting Chief Executive Sheffield Theatres (1991 - 1995)

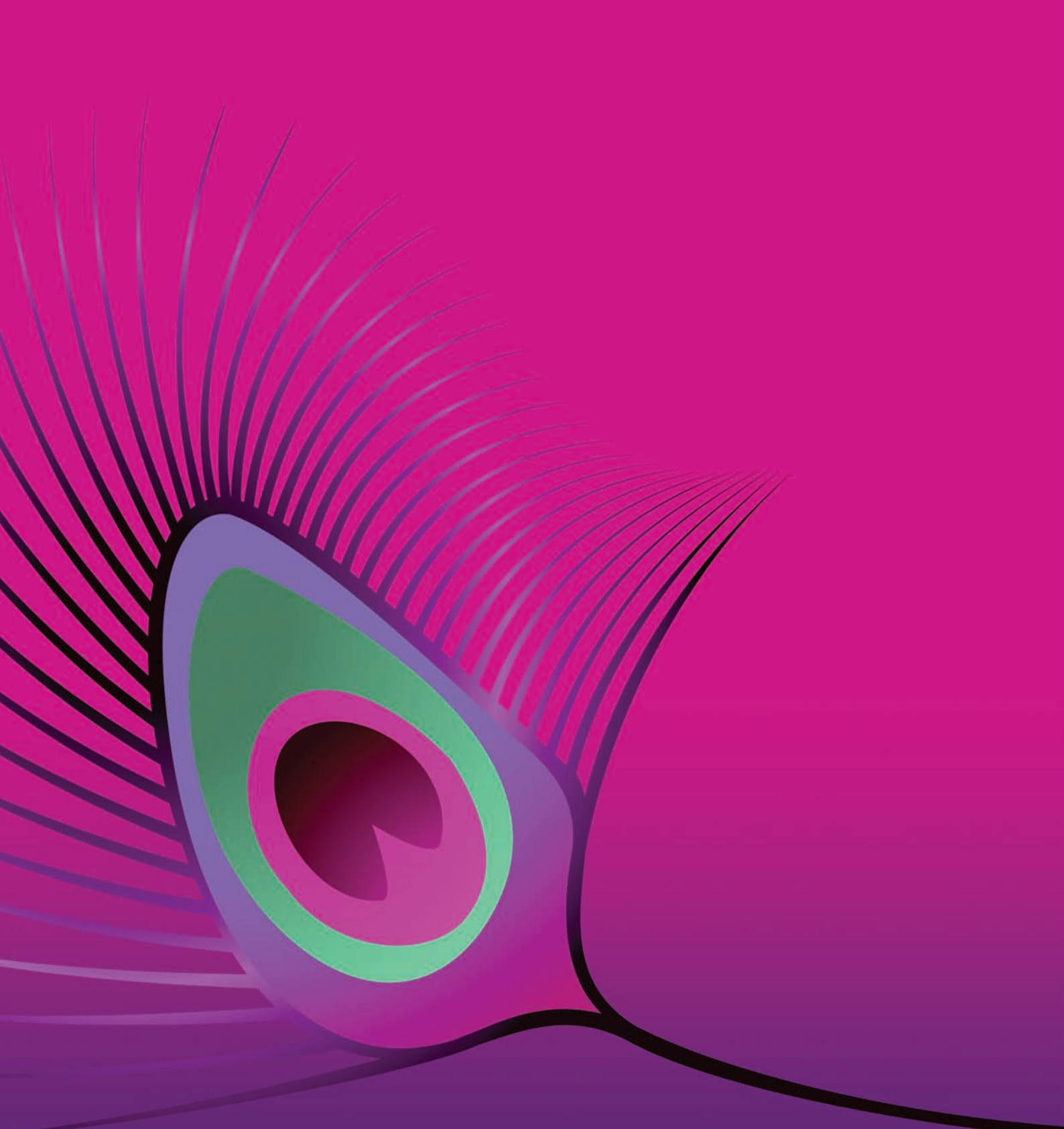
- As Business Development Manager, spearheaded a sponsorship department from scratch, generating £ 1 million per annum
- Promoted to Commercial Director and member of the core management team with responsibility for the commercial activities of the Crucible and Lyceum Theatres. Sole responsibility for directing the operations of Offstage Ltd and House Department, managing a staff of over 160 and generating 25% growth year on year.
- Appointed acting Chief Executive in 1995. Joint responsibility with two other directors for a turnover of £ 48 million.
- External assessor for the Arts Council, advising other funded organisations on commercial development.

Sales Manager, Vickers Caley Publications, Australia (1990 - 1991)

- Achieved the best sales in the company's history
- Responsible for 'The Harbour Connection' being recognised as the official Guide to Sydney by the Sydney Visitors and Convention Centre.

Education

- 1992 - 1995 Sheffield Business School.
MBA with Distinction (highest marks ever awarded). Awarded the Torres Pump Prize for outstanding performance.
- 1988 - 1990 - San Diego State University, California. Rotary International Graduate Scholarship. MA Programme in Telecommunications and Film
- 1985 - 1988 Matriculation Scholarship St. Hilda's College, Oxford.
MA Jurisprudence 2:1
- 1978 - 1985 Heart of England Secondary School, Balsall Common, Coventry.
9 O Levels at A grade and 3 A Levels - English A, French A, History A.



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excellence • energy • enterprise

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