

## **Emma Heathcote-James**

Director, Vice Chair and Resources Committee Member

Emma is an experienced business owner. With a background in broadcast media, she went onto run a successful PR agency specialising in University and FE Public Engagement, Lifelong Learning and Knowledge Exchange. On the side she founded Little Soap Company (2008) which fast took over as a multi award winning business that put the first organic soap on the supermarket shelf and now sells to all the top UK supermarkets, retailers and online giants. Having created several challenger brands since, Emma has experience of building teams from scratch and restructuring as they scaled.

An advocate for women in business and vocal about entrepreneurship, acting as a media spokesperson for various organisations, Emma flies the flag for harnessing signs of entrepreneurial spirit in less academic students having had no encouragement or teaching about running your own business at school (everyone became lawyers, doctors or vets). She also encourages start-ups in more unexpected places such as running projects with prisons preparing for work on the outside.

Emma is Vice-chair of the Board, member of the Resources Committee and Link Governor for Stakeholder Engagement. She is passionate about public engagement and getting the community into the school and the school out into the community, ensuring SUAS remains the lifeblood of Stratford upon Avon and Warwickshire.

