



# Karren Brady

Karren Brady began her career at Saatchi & Saatchi when she was 18 years old & swiftly moved onto LBC as junior Account Executive.

Karren is now known as the first woman in football. She has been Managing Director of Birmingham City Football Club since 1993 & has turned the Club's fortunes around. She took over Birmingham City when it was in administration & in her first year at the helm the Club recorded a financial trading profit. In 1996 the Club made an overall profit for the first time in modern history & in February 1997 the Club launched on the Stock market valued at the time of float at £25,000,000; she was the youngest Managing Director of a PLC in the UK. During the past years Karren has increased the average gate of the Club from 6,000 to a sell-out capacity of over 30,000. In 2007 her business was valued at over £60million.

Karren has attracted much media attention in her position and was the subject of an hour long documentary, **Inside Story—The Real Life Manageress** shown on BBC1. She has hosted her own TV show, **Brady Bunch** & has presented both **Loose Women** & **Live Talk** on ITV & has also presented **Central Weekend Live**. She is regularly featured in the news, on TV & radio. Karren has written four books; a factual account of her first season at Birmingham City, **Brady Plays the Blues**, two novels; **United & Trophy Wives** & her latest book **Playing to Win** is about successful women in business.

Karren is a columnist for The Sun newspaper, The Evening Mail in Birmingham & The Guardian. She is a judge of the Cosmopolitan Women of Achievement Awards & the Sports Industry Awards. She is on the business Board of Scope & the Ambassador for Birmingham Women's Aid. She is Chairman of Kerrang! (EMAP) & a Board Director of Mothercare Plc, Channel 4 Television & Sport England. She is an honoree Fellow of the Institute of Sales & Marketing. She was voted by Cosmopolitan as one of the 100 most powerful women in the world & in 2004 & again in 2006 attended The Queen's lunch for Women Achievers & Business Leaders. She was acknowledged as one of the most influential women in Britain by the Daily Mail & voted as one of Britain's Most Inspirational Women by Good Housekeeping magazine.

In November 2006, she won the Cosmopolitan Woman of the Year in the category of Women Who Have Changed the World.

In March 2006 she was chosen as the team leader on BBC1's **The Apprentice**, for *Comic Relief* where she lead her team (Trinny Woodall, Jo Brand, Cheryl Cole & Maureen Lipman) to a resounding victory over the boys team (Alistair Campbell, Piers Morgan, Rupert Everett, Danny Baker & Ross Kemp) raising over £750k (the two teams together raising £1million for charity).

In December 2007 Karren was a guest on **Desert Island Discs** & February 2008 saw the launch of Karren Brady's **Today's Business Woman** magazine.

In October 2007, Karren was voted Business Woman of the Year & in November 2008 was named as one of the top leadership role models in a national poll. This recognition was quickly followed in December 2008 when she was presented with the coveted Spirit of Everywoman Award at the NatWest Everywoman Awards, acknowledging her outstanding achievements in changing the landscape for women in business.

During January 2009, Karren presented a series of features for ITV1's **GMTV** called *Just the Job*, helping people back into work & giving advice about looking for & retaining your job in this uncertain economic climate.

Now, following appearances as one of Sir Alan Sugar's interrogators on the popular BBC show **The Apprentice**, Karren is to replace Margaret Mountford as Sir Alan's right-hand woman in the forthcoming series.

**For more information on Karren Brady,  
Contact: 0113-239-2222**