



Timothy Campbell

Winner of the hit BBC series *The Apprentice*, Tim has now started his own entrepreneurial venture: a social enterprise initiative – The Bright Ideas Trust.

Tim was the former Project Director of the Health & Beauty division within Sir Alan Sugar's company, Amstrad PLC. Prior to working for Sir Alan Tim had a successful career with London Underground and progressed from a Graduate Trainee to a Marketing Project Manager before applying for the business programme. When he left Amstrad earlier this year to launch his own business, Sir Alan's message to Tim was testament to his ability and potential.

"He has been a great asset to the company and I wish him the best of luck for the future. He was the right choice and I will be there to offer any help and guidance should he need it."

Tim, 31, has gone on to found The Bright Ideas Trust, a social enterprise established to encourage young budding entrepreneurs to start business ventures, by giving them greater access to start-up finance and business mentors and advisors. The Bright Ideas Trust has already generated much excitement and interest from business and innovative young entrepreneurs alike, not to mention receiving both Government backing and praise from senior MPs across all political parties.

He has spent much time within various communities and institutions, promoting an entrepreneurial culture and motivating others, particularly the younger generation, to pursue their dreams. He is also emphasizing that Social Enterprise, far from being the 'Third' sector, should be viewed as the 'Champions League' of business models; Tim has never hugged a tree in his life!

He is a Cabinet Office Social Enterprise Ambassador and a Child Ambassador for London appointed by Beverley Hughes, the Children's Minister, to focus on the particular problems of the capital's young people. Tim is also closely involved with the Jack Petchey Foundation, the ACLT and the Centre for Social Justice, as well as an active supporter of the NSPCC, Learn Direct and Connexions. He is the face of the British Library's campaign to promote their services and has been described as 'the human face of business' as one broadsheet newspaper referred to him.

"With the right support and partnerships I see no reason why business cannot change the world for the better and I cannot continue to pass on positive messages and help to others, particularly the next generation. I think we can achieve the unthinkable and that starts now." he said.