



Bringing out the best in Business!

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Name

Tricia Fox

Topics and Title

Entrepreneur & Business Speaker

Background History

Tricia Fox is a dynamic individual who exhibits boundless limits of energetic enthusiasm in her primary field of marketing and public relations management.

The inspiration to start her own business developed from her passion for marketing and her interest in helping businesses grow successfully and maintain positive trending strategies. Since launching her PR and marketing business in 2002, she has worked with a number of progressive clients on a wide variety of marketing and public relations projects focusing on international market and business launch strategies and public relations management.

Areas of Expertise

Developing successful businesses flows through Tricia's veins, a trait which has been recognised over the last four years where she has won the title Young Woman Entrepreneur 2005. Tricia's entrepreneurial spirit has led her to diversify her business interests over the last year and she currently holds the position of Managing Director of Bacon Eggs & Entrepreneurs, one of the UK's fastest growing business networks, which itself has won business awards for innovation.

Originally one of the youngest marketers in Scotland to achieve the prestigious Chartered Marketer status, Tricia is committed to developing her marketing skills to ensure she remains at the cutting edge of her profession. As a member of the Chartered Institute of Marketing in Scotland, Tricia regularly speaks at conferences on the topic of marketing and business management.

Key to her presentation style is breaking down the academic into the practical using accessible examples and encouraging participation from the audience. In her innovative series of workshops and presentations she brings the concepts of marketing to life. Recent speaking appointments include:

- "Marketing Like Madonna" ~ Scottish Enterprise Renfrewshire Women in Business
- "Legally Blonde" ~ Scottish Enterprise Tayside Women in Business

- “This House Believes a Woman’s Place is in the Home” ~ St Andrews University Fresher Week Debate
- “The Power Game : For Women” ~ East of Scotland Businesswomen’s Club
- “Building the Bacon & Eggs Brand” ~ Perth Hotel & Restaurant Association
- “Building a Brand” ~ Scottish Business Education Association Annual Conference, Perth
- “The Entrepreneurial Journey” ~ Strathclyde University Entrepreneurial Network, Glasgow
- “Marketing Like Madonna” ~ Women into Business National Event

Presentations are specifically tailored for:

- conferences
- industry group seminars
- product launches
- in-house training for staff
- sales meetings etc

Power Networking for Business Owners ~ entitled “Legally Blonde”

Express Yourself ~ entitled “Marketing Like Madonna”

Brand Republic ~ entitled “Brand it Like Beckham”

Painless Business Strategies ~ entitled “Kill Bill”

Client Comments:

“I really enjoyed your talk and you are a real inspiration. I got a lot out of it and made some very good contacts”

Dr Joanne Coyle, Yoga Inc Scotland

“On behalf of the Women in Business Team we found Tricia to be a high energy self starter who has quickly established herself as an extremely competent and talented businesswoman”

Julie Harris Burland, Manager, Bank of Scotland

“You certainly brought alive the marketing subject and I particularly liked your Join the Dots Marketing presentation”

Margaret Morrison, Options Strathclyde

“Tricia is well known and highly regarded in the business community, is passionate about her business and encouraging more women to develop skills to start a business”

Marie Dorris, Head of National Unit for Women’s Enterprise

“Thanks for a very interesting evening, everyone was enthused afterwards”

Ros Donaldson, Tidalfire

“Tricia enabled me to look at my business from a different, but more positive perspective”

Margaret Cameron, Paths 2 Potential

“Tricia has served as both an inspiration and excellent role model for women who are taking the first steps toward business”

Meg Smernicki, Business Gateway, Dundee