



STRICTLY EMBARGOED UNTIL 00.01AM 10<sup>TH</sup> MAY 2016

## ANNOUNCEMENT OF THE WINNERS

### VEUVE CLICQUOT BUSINESS WOMAN AWARD 2016

**Tech City superstar Sarah Wood announced as the 2016 winner of the award  
Popcorn entrepreneur Cassandra Stavrou announced as winner of the Veuve Clicquot New Generation Award**

10<sup>th</sup> May 2016: Sarah Wood, Founder and co-CEO of Unruly and Cassandra Stavrou, Co-Founder and CEO of Propercorn have been announced as the winners of the 2016 Veuve Clicquot Business Woman Award and New Generation Award respectively.

#### **SARAH WOOD, CO-FOUNDER AND CO-CEO, UNRULY**

With Unruly, Sarah was one of the first to tap into and optimise the online video phenomenon that has taken the world by storm in recent years. Today, Unruly works with 90% of AdAge 100 brands to connect them with consumers and has already notched up 2 trillion views to date including work with Adidas, Dove, T-Mobile, Evian and Renault.

The judging panel cited Unruly's international growth as a key definition of success, having expanded to 15 offices, and over 200 people since 2006. Sarah was also central to Unruly's acquisition by NewsCorp in late 2015 in a deal worth £114m.

Sarah actively champions diversity in the workplace, with over 48% of Unruly's workforce being female. As a founder of Unruly and a role model for women in tech, Sarah sees it as her responsibility to help further bridge the confidence gap that continues to hold women back and has established mentoring programmes in addition to encouraging staff to bring their kids along to work wherever possible.

It was this continued success and clear demonstration as a standout female role model which were cited by the judging panel as two of the key reasons why Sarah was awarded the prestigious Veuve Clicquot accolade; widely regarded as the 'Oscars' for female business leaders globally.

Corporate social responsibility is at the heart of Unruly's mission and Sarah, as a London Tech Ambassador, channels this through work outside her day job. Sarah is an associate lecturer at the University of Cambridge, where she teaches an MPhil course in "Mash-Ups, Memes and LOLitics: Online Video Culture and the Screen Media Revolution. She also co-founded "City Unrulyversity", a free pop-up university in the heart of Tech City with a mission to inform, inspire, and empower the next generation of Tech City entrepreneurs. Taught by leading academics of City University London, it pops up every Wednesday night at Unruly HQ. All sessions are interactive and focus on sharing knowledge, discussing ideas, challenging assumptions, and reflecting on your own business practice.

On receiving her award Sarah Wood commented: "As an entrepreneur I know just how important it is to celebrate success, and as a mum of three amazing children I can see first-hand the significance of role models for the next generation of entrepreneurs and female business leaders. So it's brilliant to see Madame Clicquot continuing to inspire female business leaders to this day, and I'm delighted to be attending the ceremony with three exceptionally talented women who have been instrumental to the continuing growth of Unruly's phenomenal success - Clem Carlisle, Lucy Greggains and Deana Murfitt, I salute you!"

#### **THE FINALISTS**

- Clare Gilmartin, CEO, Trainline
- Charlotte Tilbury, Founder and Creative Director, Charlotte Tilbury

#### **CASSANDRA STAVROU, CO-FOUNDER AND CEO, PROPERCORN**

Cassandra had sights set on starting her own business for a long time, and always felt an entrepreneurial streak running strongly through her.

When Cassandra told her mother of her plans to start a healthy popcorn business, she reminded her that the last present her father gave her before he passed away was a vintage popcorn maker. This was all the encouragement Cassandra needed to move back home, quit her job and commit to making PROPERCORN a reality. It then took almost two years of seasoning popcorn in a cement mixer before she succeeded in bringing her idea to life.

Despite being told on numerous occasions that she was "up against the big boys" and too young and inexperienced, Cassandra was determined. A clever launchpad for the business was for PROPERCORN to be stocked at Google HQ. Other strategic partnerships including their role as official snack of London Fashion Week ensured that the brand created lots of buzz, whilst simultaneously approaching the big retailers.

Today, spurred on by their mantra of 'done properly', PROPERCORN has a team of 40 based in offices in North London and is available in 10 countries in Europe. Since first launching in October 2011, PROPERCORN now has over 15,000 stockists including Tesco, Sainsbury's, Waitrose, Ocado and Boots and it has emerged as one of the fastest growing brands in the UK.



Having established PROPERCORN and successfully broken into the UK snack market, Cassandra is now helping others outside business to realise their ambitions and full potential via PROPERCORN Platform. The scheme launched last year and was open to all budding entrepreneurs aged 16-23. The winning business idea received funding and on-going mentorship from PROPERCORN to get their company off the ground.

The Veuve Clicquot New Generation Award was set up to celebrate up and coming female entrepreneurial talent in the UK who show a genuine commitment to responsible and sustainable business practices whilst optimising a gap in today's market. Cassandra was recognised for her determination to develop a healthy product as well as the creativity to bring it to market alongside her commitment to inspire and empower the next generation of entrepreneurs.

Cassandra Stavrou on receiving her award said: "It's such an honour to receive the New Generation award and to appear alongside such an impressive group of finalists. The awards are an amazing celebration of entrepreneurs from around the world and it's been inspiring to learn more about Madame Clicquot's tenacious spirit and legacy of entrepreneurship"

#### THE FINALISTS

- Alice Bentinck, Founder, Entrepreneur First
- Robyn Exton, Founder HER

#### **Julie Nollet, Marketing & Communication Director, Moët Hennessy UK, commented:**

*"We are thrilled to celebrate two incredible winners who come from such very different sectors, both are incredibly inspiring in not only their approach to business but what they continue to achieve outside their very busy working lives. Both Sarah and Cassandra exhibit those key attributes that Madame Clicquot had in 1805 when she became the first woman to take over a champagne house; those same characteristics that are still so clearly evident today as we celebrate in our winners in 2016."*

The award's independent judging panel is comprised of business leaders from various industries, including, Caroline Michel, CEO Peters, Frasers & Dunlop, Carolyn McCall, CEO, Easyjet, Ruth Rogers, River Café, Stephen Quinn, Publishing Director of Vogue, Luke Johnson, Chairman, Risk Capital Partners, as well as Sian Westerman, MD, Rothschild.

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#### ENDS

#### **About Veuve Clicquot Business Woman Awards**

Regarded as the 'Oscars' of female entrepreneurs and business leaders, the Veuve Clicquot Business Woman Award, which started in the UK 43 years ago, celebrates entrepreneurial women who have made a significant contribution to business life in the UK. The Veuve Clicquot Business Woman Award nomination criteria are those ideals epitomised by Madame Clicquot: Entrepreneurship, financial success, Corporate Social Responsibility and acting as a role model.

Created in the UK in 1973 as a tribute to Madame Clicquot and now operating in 27 countries, the annual Veuve Clicquot Business Woman Award champions the success of business women worldwide who share the same qualities as Madame Clicquot; her enterprising spirit, her courage and the determination necessary to accomplish her aims.

For further information on the Veuve Clicquot Business Woman Award programme and Veuve Clicquot, please contact:

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