



Andrea Eli

Sales Director Banner Group Ltd

Background Information

I grew up on Canterbury Estate in the 70's. Back then the estate was very much a community and everybody knew each other. The estate wasn't without a number of challenges including extreme poverty and crime. My amazing Mum was a single parent and worked 3 jobs to support her children but we still faced many challenges financially and I'd say we had very little. A trip to a prison to visit my Dad and Brothers wasn't unusual for me, in fact it was quite exciting as I saw it a day out – a ride on a bus with a packed lunch and pop and chrisps when we got there. As I got older I made the decision that I wanted a better life. I joined a company in 1991 called ISA International where I had a sales role. It was in this role I felt I had exactly the same opportunity as everyone else – where I grew up didn't matter. Within 6 Years I went from Junior sales to Sales Director. My ambition to run my own business became reality in 2006 when I started a company called Ventura Office Supplies. Within 5 years the business was turning over £1.6M. In 2019 I was awarded Business Woman Of the Year for SMEB category of the Forward Ladies National awards. After 12 successful years I was approached by Banner Group and asked if I would join their management team and sell my company to them. Banner Group is the UK's largest Office Products company.

Sectors worked in and routes taken.	
Office Products	Started at the bottom and worked my way up through hard work and determination

What I would like to get involved in (Please tick)			
Inspirational Talk	Visits to my place of work	Mentoring / Coaching young people	Other (please state)
yes	yes		I'm keen to share my story with under privileged kids and parents

Bradford Community Champions



		Yes – especially under privileged	