

## YORKSHIRE CHAMPIONS GROUP



**Andrea Eli**

**Sales Director Banner Group Ltd**

### Background Information:

Andrea 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 crisps 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:

<b>Office Products</b>	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)
✓	✓	✓	I'm keen to share my story with under privileged children and parents