

YORKSHIRE CHAMPIONS GROUP



Suzanne Watson

Managing Director, Approach PR Ltd

**President of Bradford Chamber of Commerce
(July 2019 – July 2021)**

Background Information:

Suzanne Watson is the founder and managing director of Yorkshire public relations and social media agency, Approach PR Ltd, which represents clients in the manufacturing, retail and professional services sectors.

Now in her 20th year in business and after joining Bradford Chamber of Commerce as a sole trader in 2001, Suzanne became its president in 2019 – only the second female president in 169 years. As a small business owner who is living and breathing the enormous challenges of operating through the COVID-19 pandemic, Suzanne has a keen focus on being the voice of micro and SME businesses and feeding back to Government on the very real economic impact being felt in our local business community.

Alongside running and managing her team from their office in Ilkley, Suzanne is on the board of governors at Bradford Grammar School, a trustee of the National Eczema Society and a Community Champion in the Yorkshire Champions Group, speaking passionately on radio, television and in the online and print media about her areas of expertise.

Suzanne is an award winning business woman running a multi-award winning PR consultancy and a mother to Melissa (21) and Ben (17). In an ever changing and uncertain world, Suzanne finds continued strength from Bradford's incredible business community and feels privileged to represent the district's resilience at this critical time.

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Sectors worked in and routes taken:

| | |
|------------------------------|---|
| School qualifications | O levels and A-levels Didn't attend university Huge strength in English – not so much in maths! |
| Journalism | North Wales Newspapers (evening and weekly paper at the age of 19 and the Spensborough Guardian in West Yorkshire). Applied straight from school – on the job training (1989 – 1992). |
| Public Relations | Progressed from journalism to PR in 1992 and worked for agencies in North Wales, Chester, Leeds before setting up Approach PR in 2001. |

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) |
|--------------------|----------------------------|-----------------------------------|---|
| ✓ | ✓ | ✓ | Media activity, thought leadership, quotes, interviews, broadcast if a spokesperson is needed |