

## press release

March 13, 2013 – *for immediate release*

### **Director of Bres-i-Ando consults receives Leadership Award at the ‘WIE50 Power Breakfast’ (Women: Inspiration and Enterprise), London**

**LONDON** – Founder and director of **Bresi-Ando consults** received the Leadership Award at the WIE50 Power Breakfast held on International Women’s Day (March 8) at the London Stock Exchange. The award was given to Simone for her outstanding leadership and contribution to promoting the rights of girls and women, work she does mainly through her UK registered social enterprise; [I’mPOSSIBLE global CIC](#). Simone was presented with the award at the invite-only; WIE50 Power Breakfast was in association with Barclays Wealth, London Stock Exchange and CNBC. The breakfast honours the remarkable achievements of 50 of the most inspirational women in British business. Simone joins a [long list](#) of internationally recognised, accomplished female award winners; from the likes of Queen Rania of Jordan to Princeton Professor Anne-Marie Slaughter.

The second London edition of the [WIE Symposium](#) took place shortly after the breakfast at the Hospital Club, Covent Garden and included workshops with an array of high profile speakers such as Lyn de Rothschild, Alistair Campbell, Lynn Franks to name a few and lots of essential networking for attendees. WIE Symposium was first launched in New York in 2010 and is designed to empower the next generation of women leaders. The London edition started in 2012 and prides itself on being a modern, solutions-driven forum.

Founder of [Bresi-Ando consults](#) and I’mPOSSIBLE. Global CIC commented on her win: “It’s really quite amazing to me to be recognised for doing work that I see as essential in creating positive and sustainable foundations for future female generations. When I started both of my companies, I didn’t know how this story was going to end, but I had a dream, a laptop, my ideas and my contacts made during my extensive career in PR and I have not looked back. I get so much joy from helping women, globally define success on their own terms and also consistently delivering for my clients. I am so thankful to WIE for recognising my work and putting me in the

company of some of the world's most revered women. I take this award graciously and that there is so much more to come in this story, it really is only the first chapter."

In the same week, [Simone was quoted](#) in popular, women's weekly magazine; [Stylist](#) as one of the UKs 25 most successful business women. She shared her one piece of advice she most wanted to pass onto the next generation of women.

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### Notes to editor:

- The WIE Symposium – Women: Inspiration and Enterprise" is a dynamic conference for women. WIE, which stands for Women: Inspiration and Enterprise", first launched in New York in 2010 and is designed to empower the next generation of women leaders. WIE is founded by British TV presenter, June Sarpong and marketing executive Dee Poku, [www.wienetwork.co.uk/symposium](http://www.wienetwork.co.uk/symposium)
- **Bresi-Ando consults** is a global, boutique PR consultancy specialising in growing awareness and connecting brands and projects with talent for a variety of clients in the luxury, arts, consumer tech, entertainment and music industries. Past clients such as Helen Jennings (Arise magazine, New African Fashion), the Southbank Centre, the Royal African Society have all achieved successful press coverage and influencer kudos due to the efforts of the consultancy. To keep up to date see: [www.bresi-ando.com](http://www.bresi-ando.com).
- **I'mPOSSIBLE**. global CIC is a UK registered social enterprise, digitally driven whose primary aim is to celebrate, highlight, and promote the achievements of women of colour in Britain. It is also tasked with connecting, educating and empowering this group by showcasing their life stories and versions of success. Established in 2009, it has quickly become a trusted platform, commentator and distributor of news and opinion from the British woman of colour's perspective through its digital, social media networks and events. [www.i-am-possible.com](http://www.i-am-possible.com)